



# Badges of Honor and Profit

The importance of implementing credentialing / badging programs for organizations and their candidates.



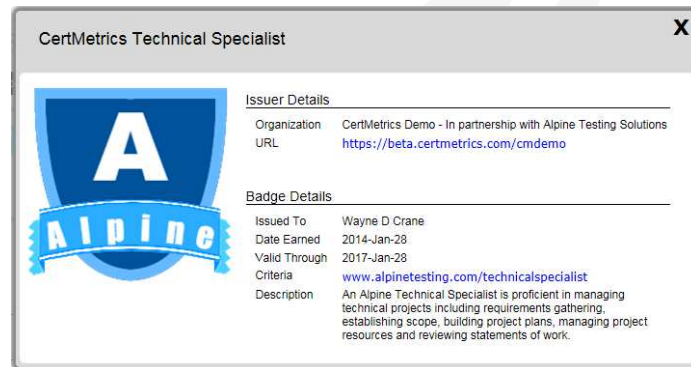
# Purpose

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- Provide an overview of the current badging landscape
- Provide a marketing perspective on how to best implement and leverage badges within your program
- Demonstrate some best practices for leveraging badging

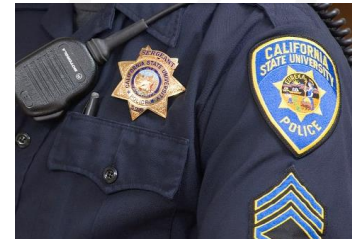
# What is a badge?

A badge is a verifiable digital symbol with its associated metadata that can be issued to individuals based on their accomplishments, skills or abilities:



# Why badging is essential in the real world

- It shows accomplishments
- Highlights skill level / ability
- Easily validated by consumers
- Projects positive image for organization



# Who are the stakeholders for badging?

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- Candidates / Learners
- Testing and Training Sponsors
- Badge Consumers:
  - Employers and potential employers*
  - Partners*
  - Governing bodies*
  - Other programs and systems*



# How are badges used?

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- To represent specific verifiable accomplishments
- To motivate / encourage desired behaviors
- To provide recognition for “non-traditional” learning paths
- To promote events or programs

# What are the different types of badges?

- Credential Badges
- Exam Badges
- Achievement Badges
- Participation Badges



# Participation Badges

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## Participation badges overview:

- Awarding candidate participation in a program sponsored event
- Encourage active participation in events and recognize contributions in sponsored activities
- Do not require assessment or measurement of competency



# Achievement Badges

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## Achievement badges overview:

- Awarded to candidates who reach predetermined program milestones
- Recognize achievements and promote ongoing candidate progression and retention
- Promote a level of measurement associated with earning and maintaining the badge

# Exam Badges

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## Exam badges overview:

- Awarded to candidates who take and pass an exam  
*(includes performance and lab exams)*
- Recognize candidates who have the skill sets and abilities necessary to pass the corresponding exam

# Credential Badges


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## Credential badges overview:

- Awarded to candidates who meet all credential requirements within the given parameters
- Recognize candidates who have demonstrated sufficient competency to earn and maintain a credential

# Scenario

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- Occupational Security Association (OSA) is a test sponsor that has an established credential program:
- The logo for the Occupational Security Association (OSA) features a stylized icon of an open box with a red top and blue sides, next to the letters "OSA" in a green, sans-serif font.
- OSA is considering implementing a badging program with these goals:
    - a. Recognize candidates for their accomplishments
    - b. Encourage candidates to remain current in their credentials and expand skill sets
    - c. Allow for employers and other stakeholders to more easily verify candidate accomplishments
    - d. Promote the OSA credential program on social media sites

# Scenario

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# OSA concerns

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- How do we distinguish OSA badges from other badges within our program?
- How do we keep OSA badges from getting lost in the badge soup once they are shared?
- How do effectively roll-out badging to meet all the stakeholder needs?



# OSA badging makes a real world of difference

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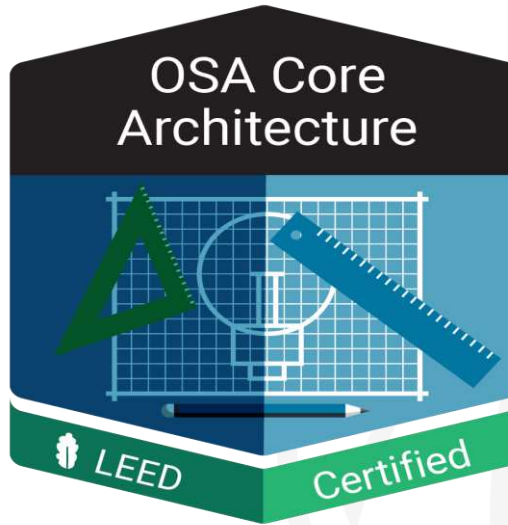
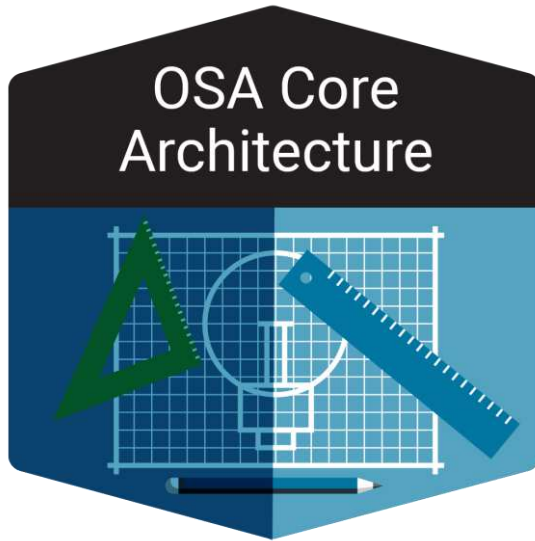
Benefits to OSA and their candidates:

- Shows the many levels / types of accomplishments candidates can earn at OSA
- Encourages OSA professionals to continue earning additional credentials
- Provide additional marketability to the OSA credentialing program:
  - Engaged candidates
  - Qualified workers positively reflect on OSA
  - Candidate loyalty (incentive to advance)
  - Additional program exposure via candidate self promotion

# OSA badges:

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Professional Credentialing Core & Specialty





# OSA badges:

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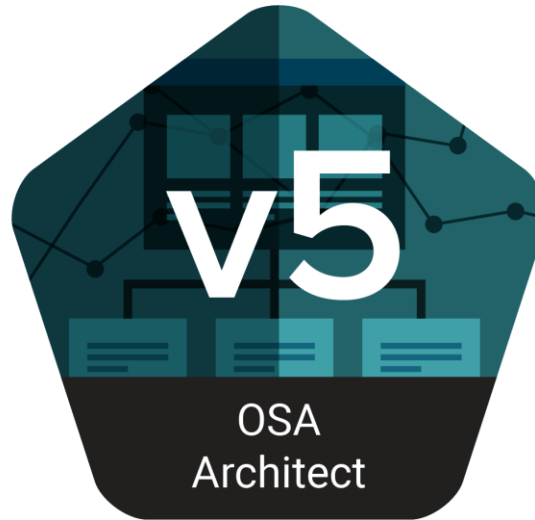
IT Foundation: LEVELS 1-3



# OSA badges:

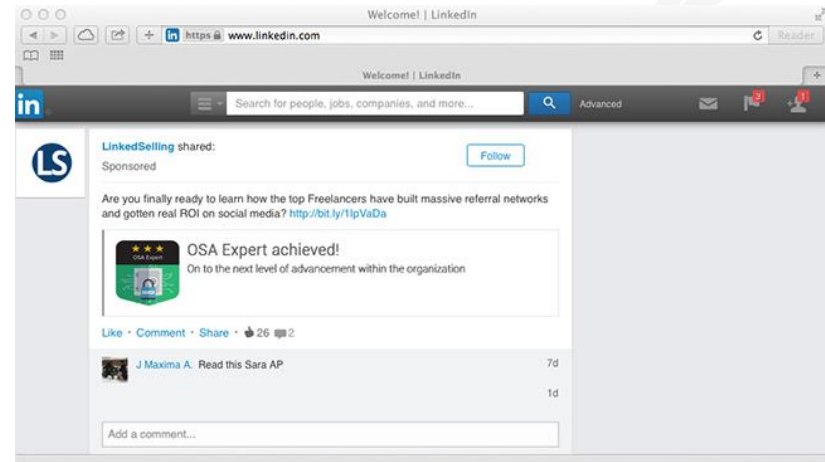
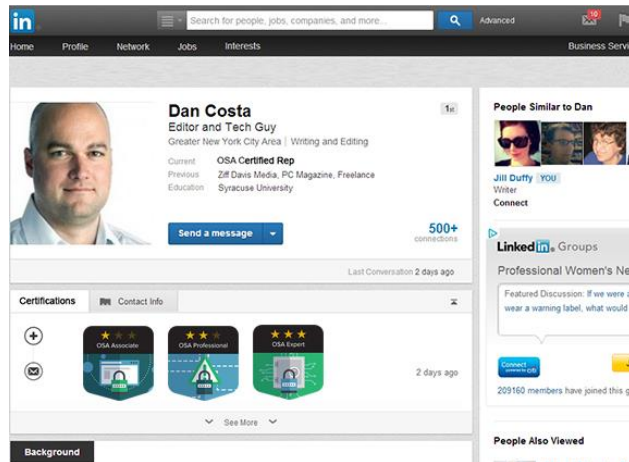
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IT Skill Set Specific



# OSA badges

Self promotion on social media:



# How marketing helps

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Creating a program simply isn't enough. The targets for your badging program are likely candidates for other programs as well. Personalized communications elevate the perception of your program, keeping it top-of-mind with candidates who are more likely to take a measurable action.

***It all starts with marketing campaign paths...***

## Marketing path 1: OSA annual conference

Goal = Build excitement for quicker advancement potential and recognition at OSA through credentialing program:

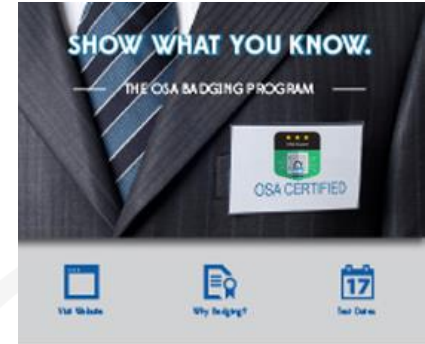
- Explain why program is in place

EMAIL 1:

- Levels of credentialing / badging
- List links to website, badge details, exam dates
- Event links (annual OSA conference)

- Credentialing / badging levels fully explained
- Requirements and exam schedule

## EMAIL 2:



OSA is proud to introducing a new badging program. It's intended to help you advance in your career, learn more, and increase your income. The program consists of four badging levels:



# Marketing path 2: OSA annual conference

Goal = Introduce program to entire OSA organization and provide a forum where potential candidates can ask questions / discover benefits for career advancement:

Booth Banners:

- Explain why program is in place
- Credentialing / badging levels
- Pay comparison with each level

Website Banner:

- Benefits of OSA credentialing
- Link to landing page



# Marketing path 3: Post conference emails

Goal = Get candidate to take exam and earn next level of OSA credential / badging level:

- 2-3 email pushes over 1 month with key messages:
- Instant legitimacy (shows you can do the job)
- Exam dates
- Self promotion with each new credentialing level:
- LinkedIn and Facebook
- Increased job security and income potential
- More advancement opportunities within OSA



**SHOW WHAT YOU KNOW.**  
- OSA BADGING PROGRAM -

Visit Website   Why Badging?   Test Dates

OSA is proud to introduce a new badging program. It's intended to help you advance in your career, learn more, and increase your income. The program consists of four badging levels:

OSA Core Architecture	OSA Associate	OSA v5
OSA Core Architecture	OSA Expert	OSA v3
OSA Professional	OSA v4	OSA v4 Sales

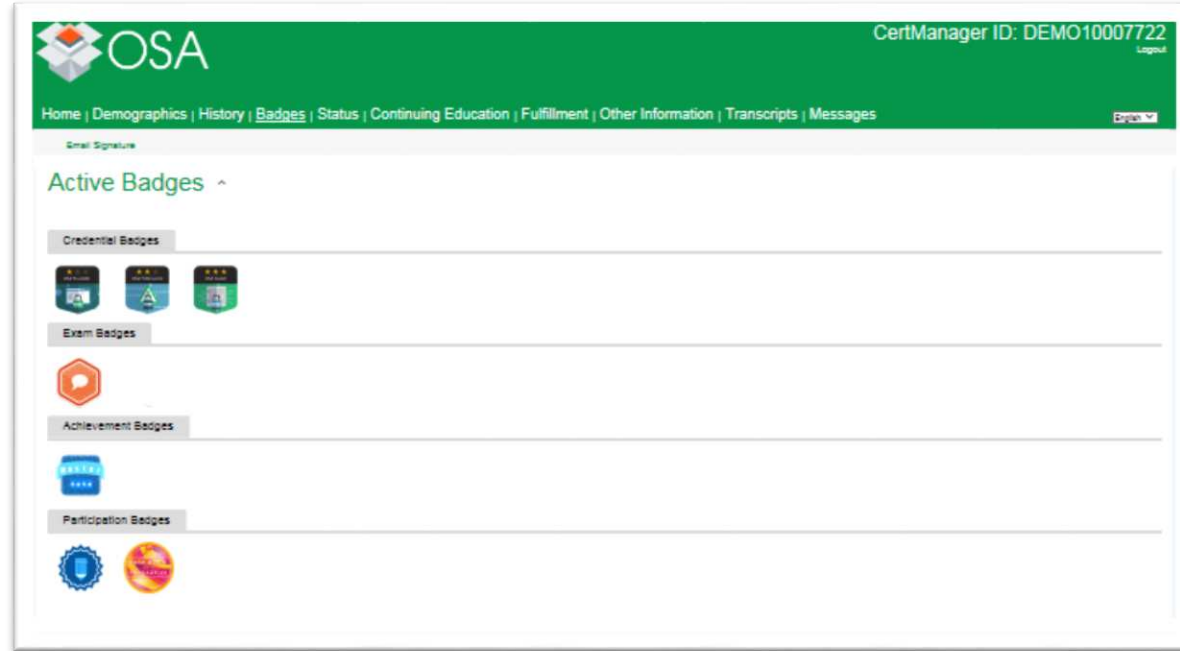
# Implementing a successful badging campaign

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1. Define the prerequisites and certification or activities required to earn all badges in your program.
2. Create multiple levels of badging/achievement to incent continued activity/education.
3. Educate your target audience about the program, and the advantages that come with each badge. This can be easily accomplished through email or at conferences.
4. Employ public relations / press releases to create additional awareness of the program among both candidates and their clients.
5. Ensure adherence to the requirements prior to awarding badges.
6. Once requirements are met, congratulate recipient and provide badge icon in downloadable format.
7. Educate recipients on how to gain maximum return from their participation / education through social media exposure.
8. Regularly communicate with candidates as they reach milestones, encouraging them to take the necessary steps to achieve the next level.




# Badges should be organized and identifiable



# With sufficient validation information.

## Expert Security Credential



The badge is a shield-shaped emblem. The top half is black with three yellow stars and the text 'OSA Expert'. The bottom half is green with a white padlock icon in the center, surrounded by white circuit-like lines.

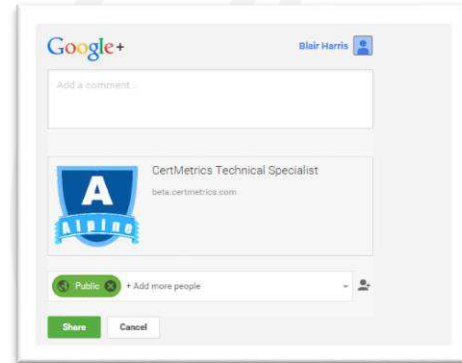
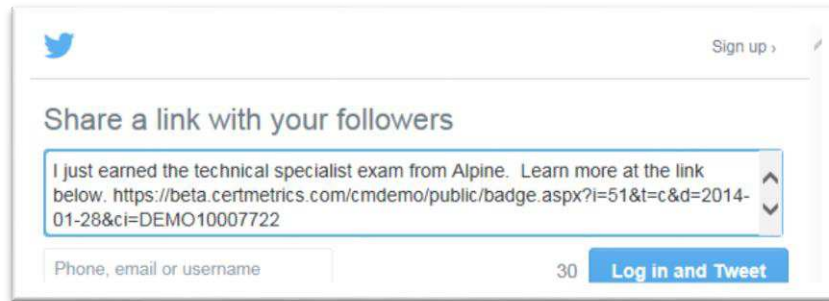
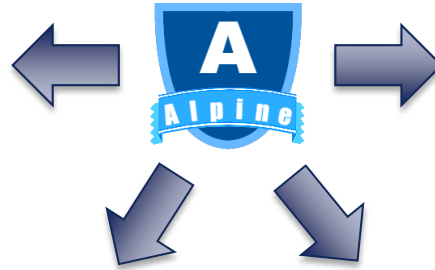
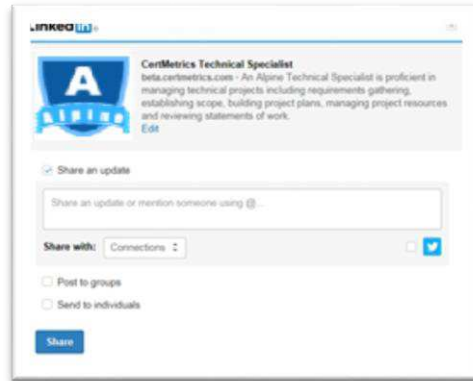
### Issuer Details

Organization	CertMetrics Demo - In partnership with Alpine Testing Solutions
URL	<a href="https://beta.certmetrics.com/cmdemo">https://beta.certmetrics.com/cmdemo</a>

### Badge Details

Issued To	Wayne D Crane
Date Earned	2014-Jan-28
Valid Through	2017-Jan-28
Criteria	<a href="http://alpinecredentialmanagement.com/SecurityExpert">http://alpinecredentialmanagement.com/SecurityExpert</a>
Description	The Expert Security Credential requires candidate to be familiar with all security procedures, standards and risks and mitigate risks through proper documentation and corrective actions.

# Badges are intended to be easily shared

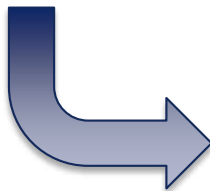


# And in multiple ways

blair Harris  
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[www.alpinetesting.com](http://www.alpinetesting.com)



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## CertMetrics Technical Specialist





### Issuer Details

Organization CertMetrics Demo - In partnership with Alpine Testing Solutions  
URL <https://beta.certmetrics.com/cmdemo>

### Badge Details

Issued To Wayne D Crane  
Date Earned 2014-Jan-28  
Valid Through 2017-Jan-28  
Criteria [www.alpinetesting.com/technicalspecialist](http://www.alpinetesting.com/technicalspecialist)  
Description An Alpine Technical Specialist is proficient in managing technical projects including requirements gathering, establishing scope, building project plans, managing project resources and reviewing statements of work.

# Badges can be grouped for a complete picture

<b>Wayne D Crane</b>		
497 Harvest Moon Dr. Somewhere in Utah Near the park Pleasant Grove 21144 United States Minor Outlying Islands		
The following information has been provided to you by Wayne D Crane as a validation of current credential, exams, achievements and participation accomplishments.		
<b>Credentials</b>	<b>Date</b>	<b>Badge</b>
Career Certifications		
Certification 00005 (C5)	2014-Sep-03	
Sales and Marketing Certifications		
CertMetrics Technical Specialist (CTS)	2014-Jan-28	
<b>Exams</b>	<b>Date</b>	<b>Badge</b>
There is no data to display.		
<b>Achievements</b>	<b>Date</b>	<b>Badge</b>
10 Year Certified	2014-Apr-14	
Training Badge	2014-Aug-14	
<b>Participation</b>	<b>Date</b>	<b>Badge</b>
SME Badge	2015-Jan-14	

# Can be tracked by the candidate...

**CertMetrics Technical Specialist**



**Issuer Details**

Organization: CertMetrics Demo - In partnership with Alpine Testing Solutions  
URL: <https://beta.certmetrics.com/cmdemo>

**Badge Details**

Issued To: Wayne D Crane  
Date Earned: 2014-Jan-28  
Valid Through: 2017-Jan-28  
Criteria: [www.alpinetesting.com/technicalspecialist](http://www.alpinetesting.com/technicalspecialist)  
Description: An Alpine Technical Specialist is proficient in managing technical projects including requirements gathering, establishing scope, building project plans, managing project resources and reviewing statements of work.

Share this badge [f](#) [+](#) [t](#) [in](#)


Number of views 42

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 **Blair Harris**  
Director of Technology Solutions - Alpine Tes...  
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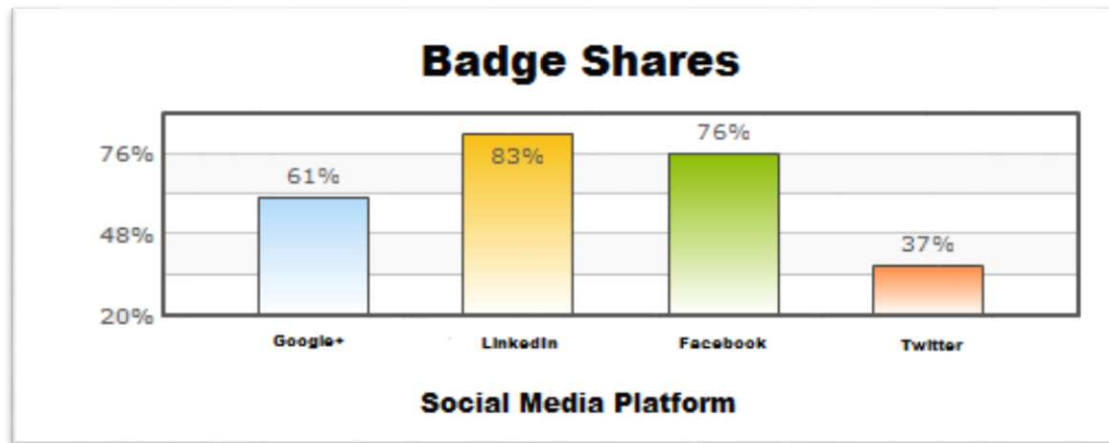
13 people viewed your profile in the past 90 days

24 views on your update "Transcript for Wayne D Crane"

Share an update Upload a photo Publish a post

# ...as well as the badge sponsor

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# How will badges be used in the future?

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## Personalized learning and assessment paths

- Reliable data sharing between systems
- Recognition for non-traditional learning

## Centralized repository

- Promote accomplishments across training / testing sponsors
- Recruiting and SME searches

