

Future Proofing Credentials

From Badges to Blockchain

Jarin Schmidt, Chief Experience Officer (CXO)
Credly



Where are we going?



A credential is...

a qualification, achievement, personal quality, or aspect of a person's background, typically when used to indicate that they are suitable for ***something***.

A credential is not...

a psychometrically sound, legally defensible,
accredited, proctored assessment.

A credential is not...

a psychometrically sound, legally defensible,
accredited, proctored assessment.

(though that is a really good approach for awarding one)

How do we get here?



Methods

Some of the themes

- Granularity
- Diversity
- Frequency

Granularity

Is it resume-worthy?

Diversity

Was it an experience, training, validation, certification?

Frequency

How long is it relevant?

Frequency

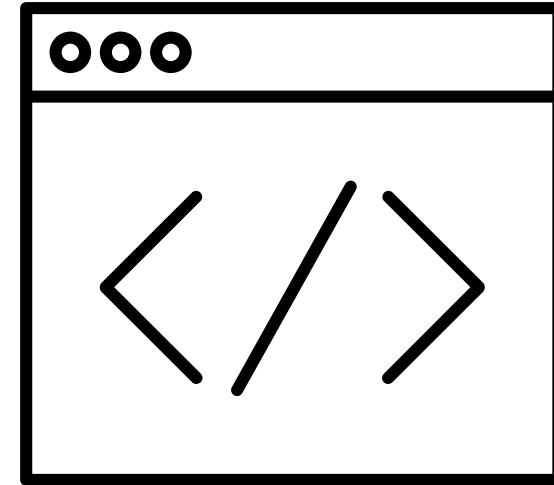
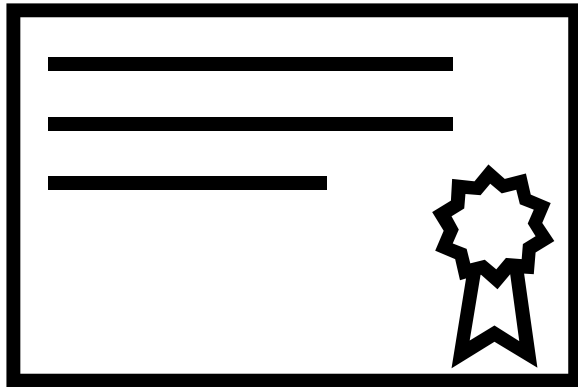
How long is it relevant?

According to John Seely Brown who co-wrote the book *A New Culture of Learning*, *the half-life of a learned skill is 5 years*. What that means is that much of what you learned 10 years ago is obsolete and half of what you learned 5 years ago is irrelevant by now.

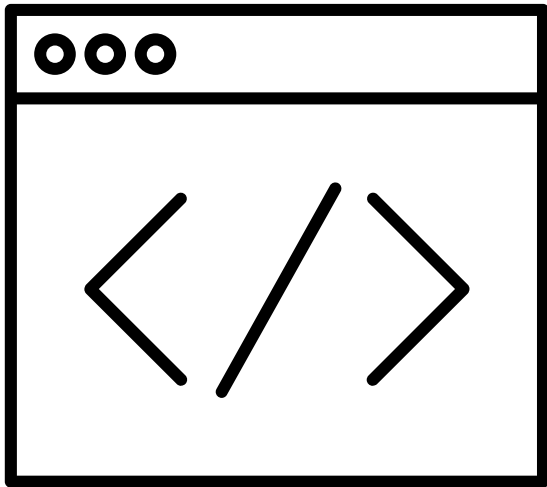
<http://www.paulkeijzer.com/crisis-shrinking-half-life-of-skills/>

Articulation

Credentials need to evolve



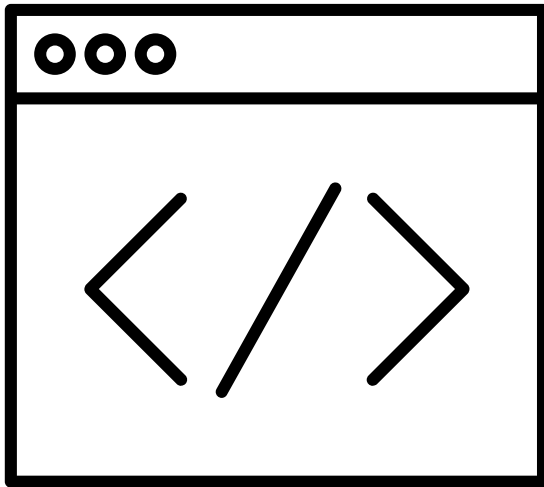
Badges Simplified



Badge

- What are you capable of?
- Who says you are capable of it?
- Why can they say you are capable of it?

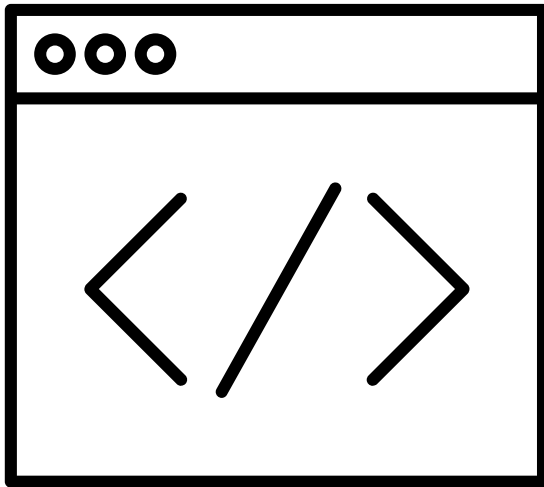
Badges Simplified



Badge

- Owned by the earner
- Capable of sharing
- Linked to verification

Badges Simplified



Badge

- Standards-based
- Machine readable
- Easily accessible

Examples

The screenshot shows a web browser window displaying a Credly badge for Ahmed Farrag. The badge is titled "Expert - Cloud Architect, Cloud Services Version 2.0" and is issued by Dell EMC. The badge description states: "This badge recognizes the achievement of the Dell EMC Proven Professional Expert - Cloud Architect, Cloud Services Version 2.0 certification. Earners of this badge have the knowledge and skills necessary to plan and design for robust cloud services in a cloud and IT as a Service environment." The badge is issued to Ahmed Farrag on 22 Nov 2017. The skills listed are Architecture, Business Continuity, Cloud Computing, Cloud Design, Dell EMC, Infrastructure, Security, Service Management, Services Planning, and Virtualization. The badge is verified and includes a link to learn more.

Expert - Cloud Architect, Cloud Services Version 2.0

This badge recognizes the achievement of the Dell EMC Proven Professional Expert - Cloud Architect, Cloud Services Version 2.0 certification. Earners of this badge have the knowledge and skills necessary to plan and design for robust cloud services in a cloud and IT as a Service environment.

ISSUED BY	ISSUED TO	ISSUED ON
Dell EMC	Ahmed Farrag	22 Nov 2017

SKILLS

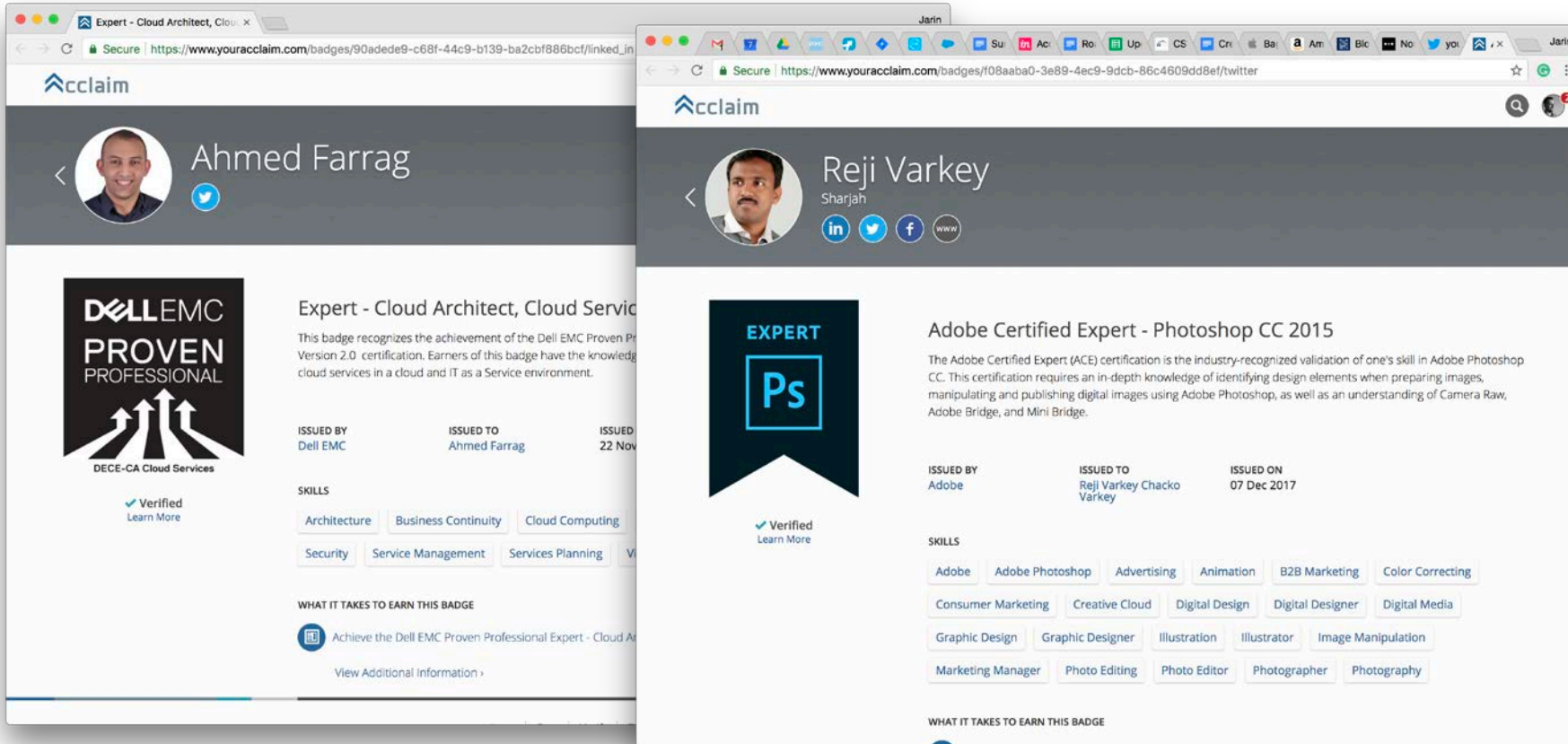
Architecture Business Continuity Cloud Computing Cloud Design Dell EMC Infrastructure Security Service Management Services Planning Virtualization

WHAT IT TAKES TO EARN THIS BADGE

Achieve the Dell EMC Proven Professional Expert - Cloud Architect, Cloud Services Version 2.0 certification

[View Additional Information >](#)

Examples

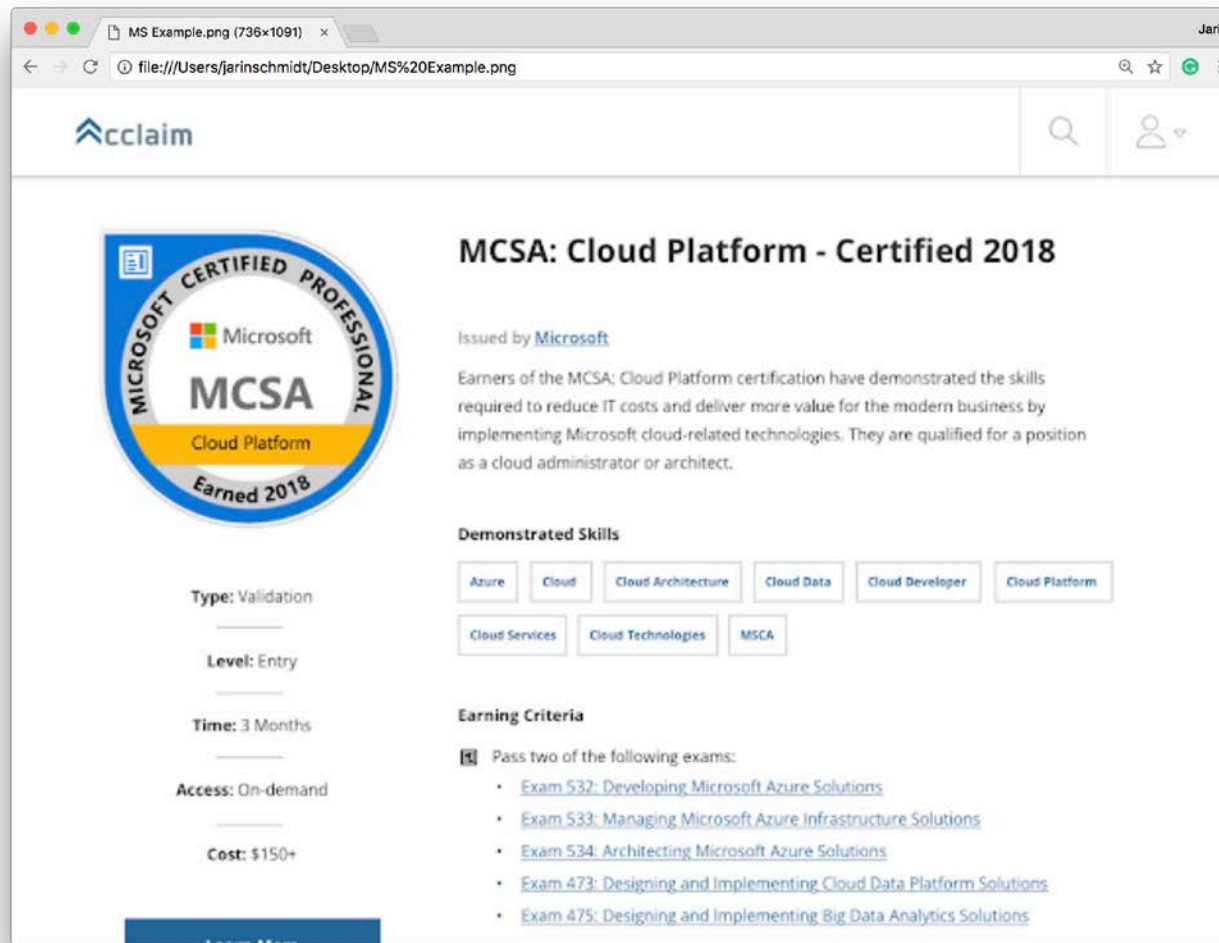


Examples

The image displays three overlapping browser screenshots of Credly badge profiles. Each profile includes a user's name, profile picture, social media links, a badge image, a description of the certification, the issuer, the recipient, the issue date, a list of skills, and a 'Verified' status with a 'Learn More' link.

- Ahmed Farrag:** Profile for the 'Expert - Cloud Architect, Cloud Services' badge issued by Dell EMC. The badge is a black square with 'PROVEN PROFESSIONAL' and three upward-pointing arrows. Skills include Architecture, Business Continuity, Cloud Computing, Security, Service Management, and Services Planning.
- Reji Varkey:** Profile for the 'Adobe Certified Expert - Photoshop' badge issued by Adobe. The badge is a blue ribbon with 'EXPERT' and the 'Ps' logo. Skills include Adobe, Adobe Photoshop, Advertising, Animation, Consumer Marketing, Creative Cloud, Digital Design, Graphic Design, Graphic Designer, Illustration, Illustration, Marketing Manager, Photo Editing, and Photo Editor.
- Masoud Ghorbani:** Profile for the 'MCSA: Windows Server 2012 - Certified 2018' badge issued by Microsoft. The badge is a circular seal with 'MICROSOFT CERTIFIED PROFESSIONAL MCSA Windows Server 2012 Earned 2018'. Skills include Active Directory, Hyper-V, MCSA, Network Administration, Network Administrator, Network Load Balancing, Network Specialist, RADIUS Servers, Windows Deployment Services, Windows Server, Windows Server 2012, and Windows Server Virtualization.

Examples




The screenshot shows a web browser window displaying a Credly profile page. The browser's address bar shows the file path: file:///Users/jarinschmidt/Desktop/MS%20Example.png. The Credly logo is in the top left, and a search icon and user profile icon are in the top right. The main content area features a large circular badge for 'MCSA Cloud Platform Earned 2018'. To the right of the badge, the title 'MCSA: Cloud Platform - Certified 2018' is displayed. Below the title, it states 'Issued by Microsoft' and provides a description of the certification. A 'Demonstrated Skills' section contains several tags: Azure, Cloud, Cloud Architecture, Cloud Data, Cloud Developer, Cloud Platform, Cloud Services, Cloud Technologies, and MCSA. The 'Earning Criteria' section indicates that two exams must be passed, with a list of exam titles and their corresponding numbers.

MS Example.png (736x1091) x Jarin

file:///Users/jarinschmidt/Desktop/MS%20Example.png

cclaim



MCSA: Cloud Platform - Certified 2018

Issued by [Microsoft](#)

Earners of the MCSA: Cloud Platform certification have demonstrated the skills required to reduce IT costs and deliver more value for the modern business by implementing Microsoft cloud-related technologies. They are qualified for a position as a cloud administrator or architect.

Demonstrated Skills

Azure Cloud Cloud Architecture Cloud Data Cloud Developer Cloud Platform
Cloud Services Cloud Technologies MCSA

Earning Criteria

Pass two of the following exams:

- Exam 532: [Developing Microsoft Azure Solutions](#)
- Exam 533: [Managing Microsoft Azure Infrastructure Solutions](#)
- Exam 534: [Architecting Microsoft Azure Solutions](#)
- Exam 473: [Designing and Implementing Cloud Data Platform Solutions](#)
- Exam 475: [Designing and Implementing Big Data Analytics Solutions](#)

Type: Validation
Level: Entry
Time: 3 Months
Access: On-demand
Cost: \$150+

Learn More

Examples

The screenshot shows a web browser window displaying a Credly profile page for a Microsoft Certified Solution Architect (MCSA) in Cloud Platform, certified in 2018. The page features a circular badge on the left with the text 'MICROSOFT CERTIFIED PROFESSIONAL', 'Microsoft MCSA Cloud Platform', and 'Earned 2018'. To the right of the badge, the text reads 'MCSA: Cloud Platform - Certified 2018', 'Issued by Microsoft', and a description of the certification. Below this, there are sections for 'Demonstrated Skills' (listing Azure, Cloud, Cloud Architecture, Cloud Data, Cloud Developer, Cloud Platform, Cloud Services, Cloud Technologies, and MCSA) and 'Earning Criteria' (listing five exams). A red circle highlights the following details: Type: Validation, Level: Entry, Time: 3 Months, Access: On-demand, and Cost: \$150+.

MCSA: Cloud Platform - Certified 2018

Issued by [Microsoft](#)

Earners of the MCSA: Cloud Platform certification have demonstrated the skills required to reduce IT costs and deliver more value for the modern business by implementing Microsoft cloud-related technologies. They are qualified for a position as a cloud administrator or architect.

Demonstrated Skills

Azure Cloud Cloud Architecture Cloud Data Cloud Developer Cloud Platform
Cloud Services Cloud Technologies MCSA

Earning Criteria

Pass two of the following exams:

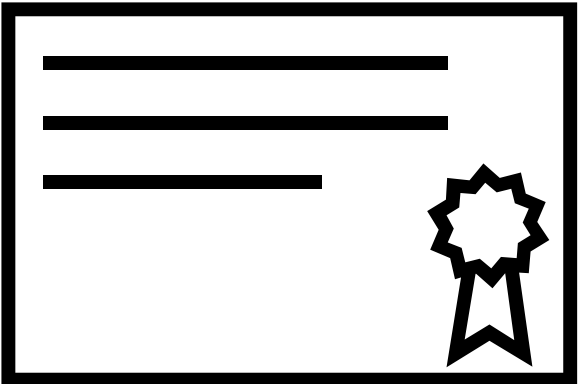
- Exam 532: [Developing Microsoft Azure Solutions](#)
- Exam 533: [Managing Microsoft Azure Infrastructure Solutions](#)
- Exam 534: [Architecting Microsoft Azure Solutions](#)
- Exam 473: [Designing and Implementing Cloud Data Platform Solutions](#)
- Exam 475: [Designing and Implementing Big Data Analytics Solutions](#)

Type: Validation
Level: Entry
Time: 3 Months
Access: On-demand
Cost: \$150+

Apply



Credentials need to be in context



Why pursue a credential?

- Find a job
- Keep a job
- Get a better job

Creating Currency



Apply

- Real-time labor market insights
- College credit
- Application and promotion criteria

Real-time labor market insights

The image displays two overlapping browser windows. The top window shows the Credly website's 'Related Jobs' page for the Certified Information Systems Auditor (CISA) badge. It features a search bar set to 'All United States' and a main heading of '9,091 Current Job Openings'. Below this, there are four horizontal bar charts: 'TOP JOB TITLES', 'TOP LOCATIONS', 'TOP EMPLOYERS', and 'TOP JOB FUNCTIONS'. The bottom window shows a LinkedIn profile for Michael Jefferson, who has a CISA badge. A callout box titled 'RELATED JOBS' is overlaid on the right side of the LinkedIn profile, containing a brief description and a 'VIEW DETAILS' link. An arrow points from the 'Related Jobs' section of the Credly website to the callout box on the LinkedIn profile.

Related Jobs

Show results for: All United States

9,091 Current Job Openings
Req. Certified Information Systems Auditor® (CISA) in All United States

TOP JOB TITLES

JOB TITLE	JOB POSTINGS
Senior Information Technology Auditor	233
Senior Internal Auditor	192
Information Technology Auditor	173
Internal Auditor	120
Information Technology Audit Manager	118

TOP LOCATIONS

LOCATION	JOB POSTINGS
New York, NY	510
Chicago, IL	327
Atlanta, GA	252
Washington, DC	225
San Francisco, CA	208

TOP EMPLOYERS

EMPLOYER	JOB POSTINGS
Deloitte	343
Ernst & Young	286
Robert Half International	180
Oracle	164
PriceWaterhouseCoopers	159

TOP JOB FUNCTIONS

JOB FUNCTION	JOB POSTINGS
Information Technology	5,041

RECENT JOB POSTINGS

- IT Auditor - great company and limited travel
at Robert Half Finance & Accounting U.S.
VIEW DETAILS
- ICAM Subject Matter Expert
at ACCOM
VIEW DETAILS
- IT Audit Manager
at Robert Half Finance & Accounting U.S.
VIEW DETAILS

Michael Jefferson

Certified Information Systems Auditor® (CISA)

The CISA certification is world renowned as the standard of achievement for those who audit, control, monitor and assess an organization's information technology and business systems.

ISSUED BY: ISACA | ISSUED TO: Adam Adams | ISSUED ON: 18 Oct 2015

SKILLS

- IS Auditor
- IT Audit
- IT Governance
- IT Management
- IT Systems Development
- IT Systems Implementation
- IT Systems Maintenance
- IT Systems Operations
- IT Systems Support
- Information Assets Protection

WHAT IT TAKES TO EARN THIS BADGE

- Score a passing grade on the CISA exam
- Submit verified evidence of five years work experience in the fields of Information Systems Auditing, Control, Assurance or Security
- Agree to abide by the ISACA Code of Professional Ethics
- Agree to abide with Information Systems Standards as addressed by

RELATED JOBS

Learn more about the related jobs & employer demand for this badge.

VIEW DETAILS

Higher education has a hire problem

11 %

Only one in ten (11%) business leaders strongly agree that college graduates have the skills and competencies that their workplaces need.¹

10 %

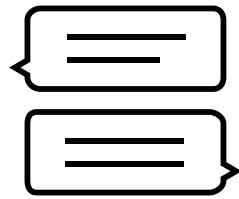
Colleges are only graduating 10% of the candidates needed to fill the growing computer and information technology occupations in the US.²

Sources: [Gallup](#) and [US Department of Labor BLS](#)

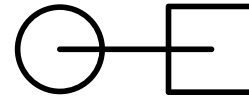
Process



Explore



Connect



Map

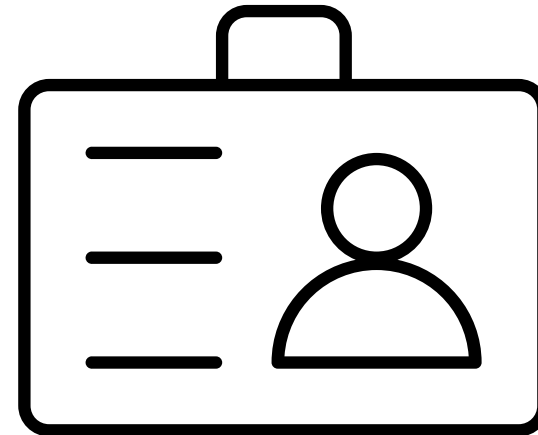
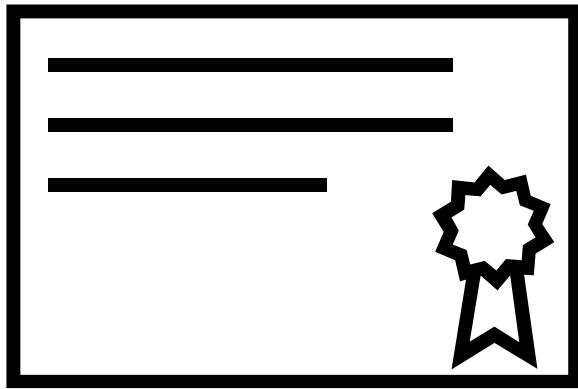


Value

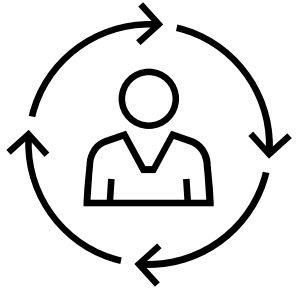
Do we have a skills gap?

We definitely have a communications gap.

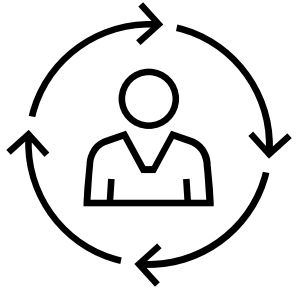
Speaking the same language



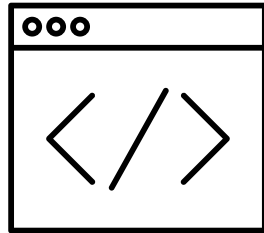
Summary



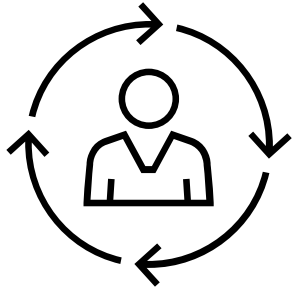
Method



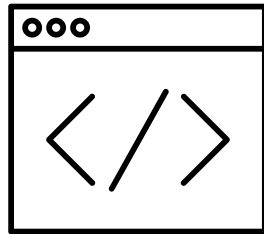
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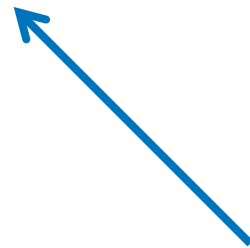
Articulate



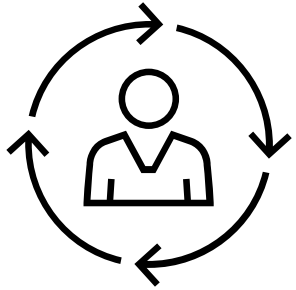
Method



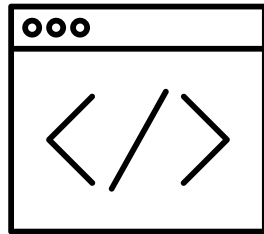
Articulate



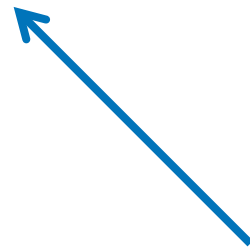
Apply



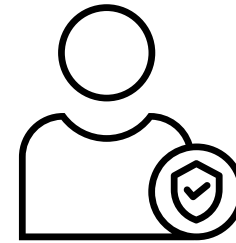
Method



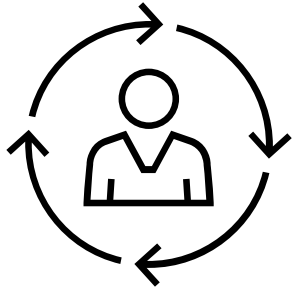
Articulate



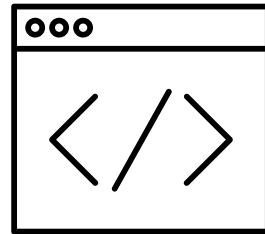
Apply



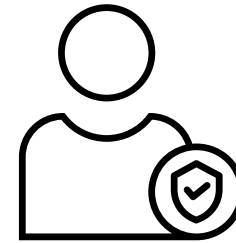
Acquire



Method



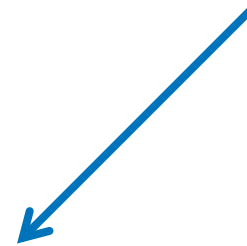
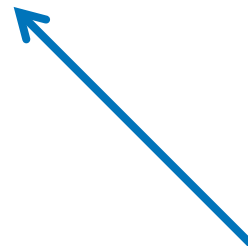
Articulate



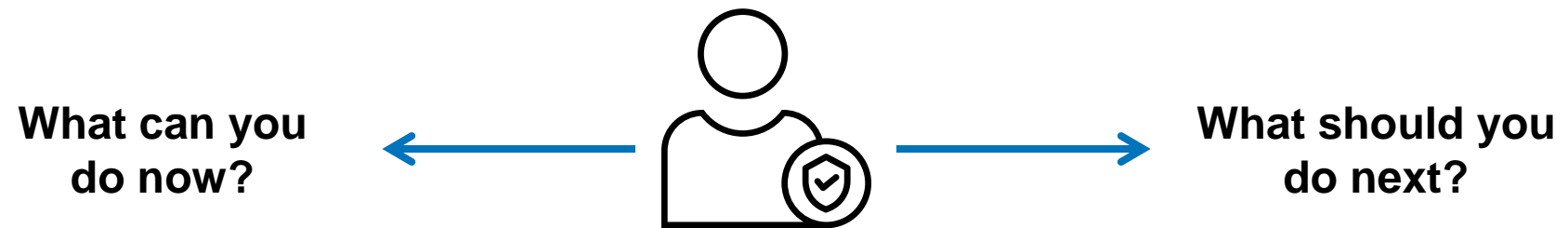
Acquire

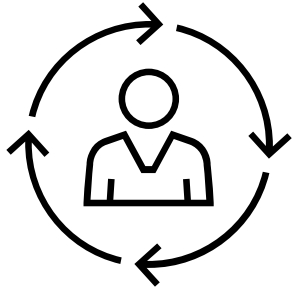


Apply

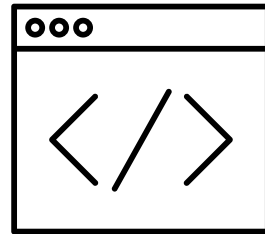


Are we there yet?

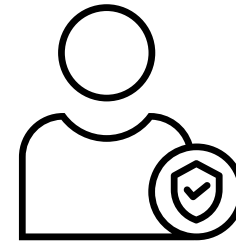




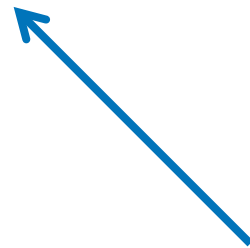
Method



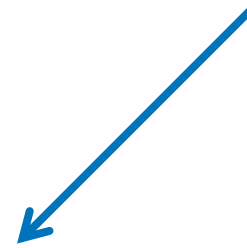
Articulate



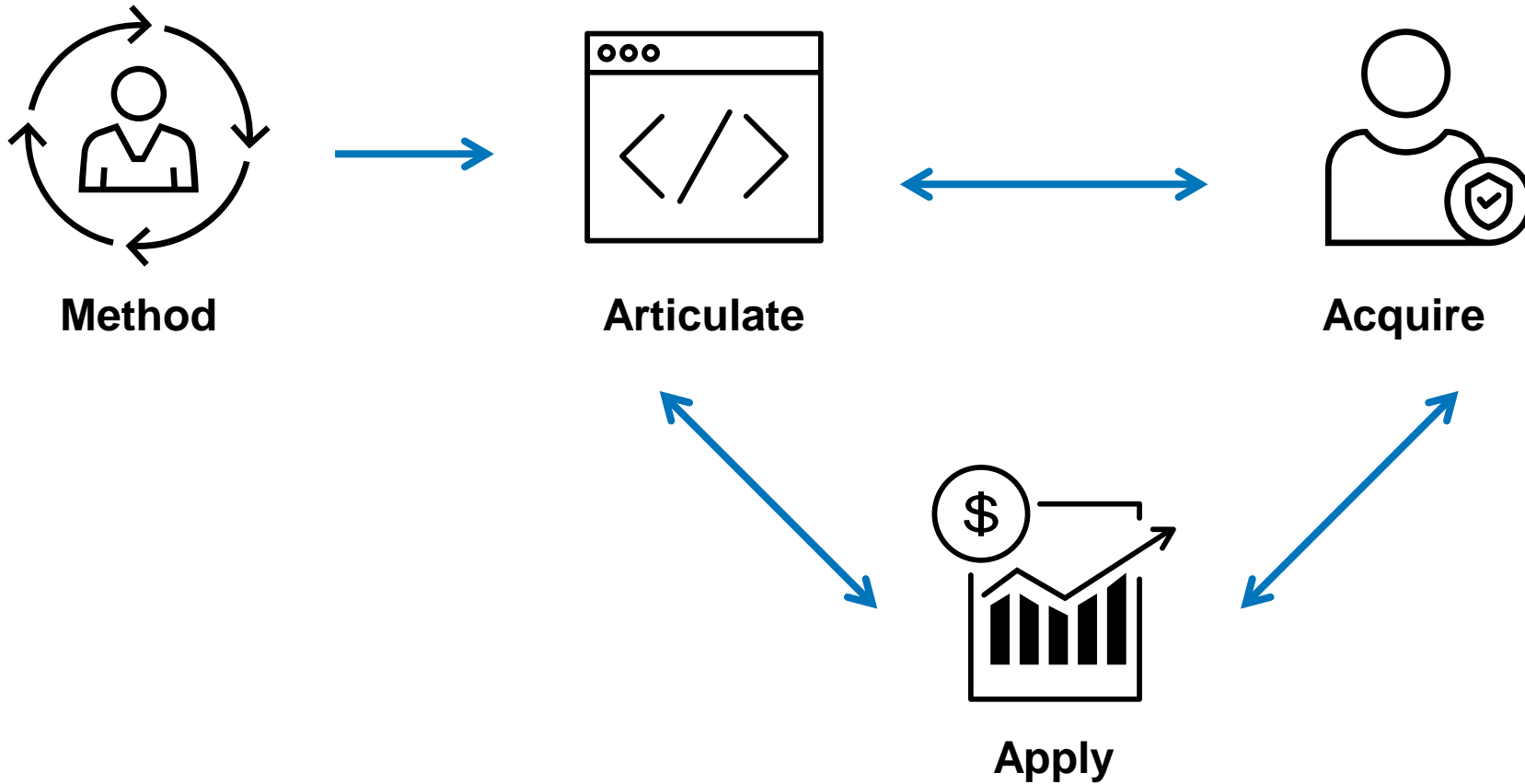
Acquire



Apply



A skills and competency-based ecosystem

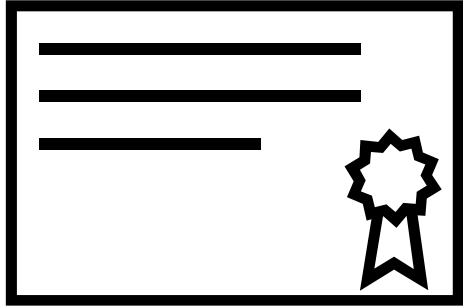


Blockchain

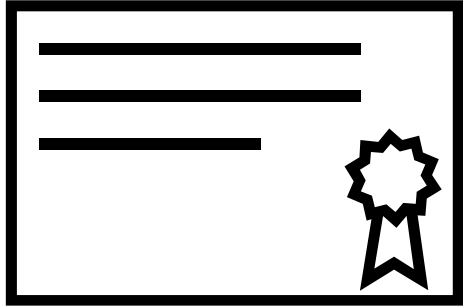
24K “Blockchain” Magic in the Air



The “Magic” is a Hash

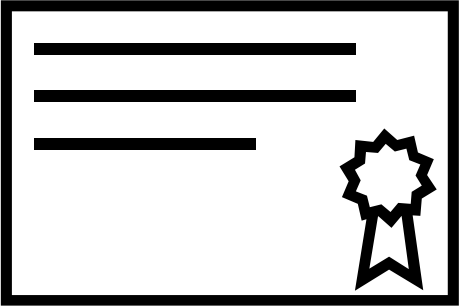


The “Magic” is a Hash



**Super Awesome
Credential given to
Jarin at some day
at some time for
doing something
amazing...**

The “Magic” is a Hash

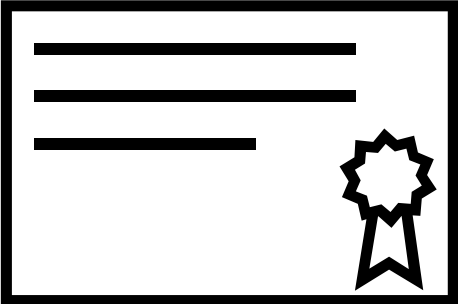


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aHeo3b780af78...

The “Magic” is a Hash

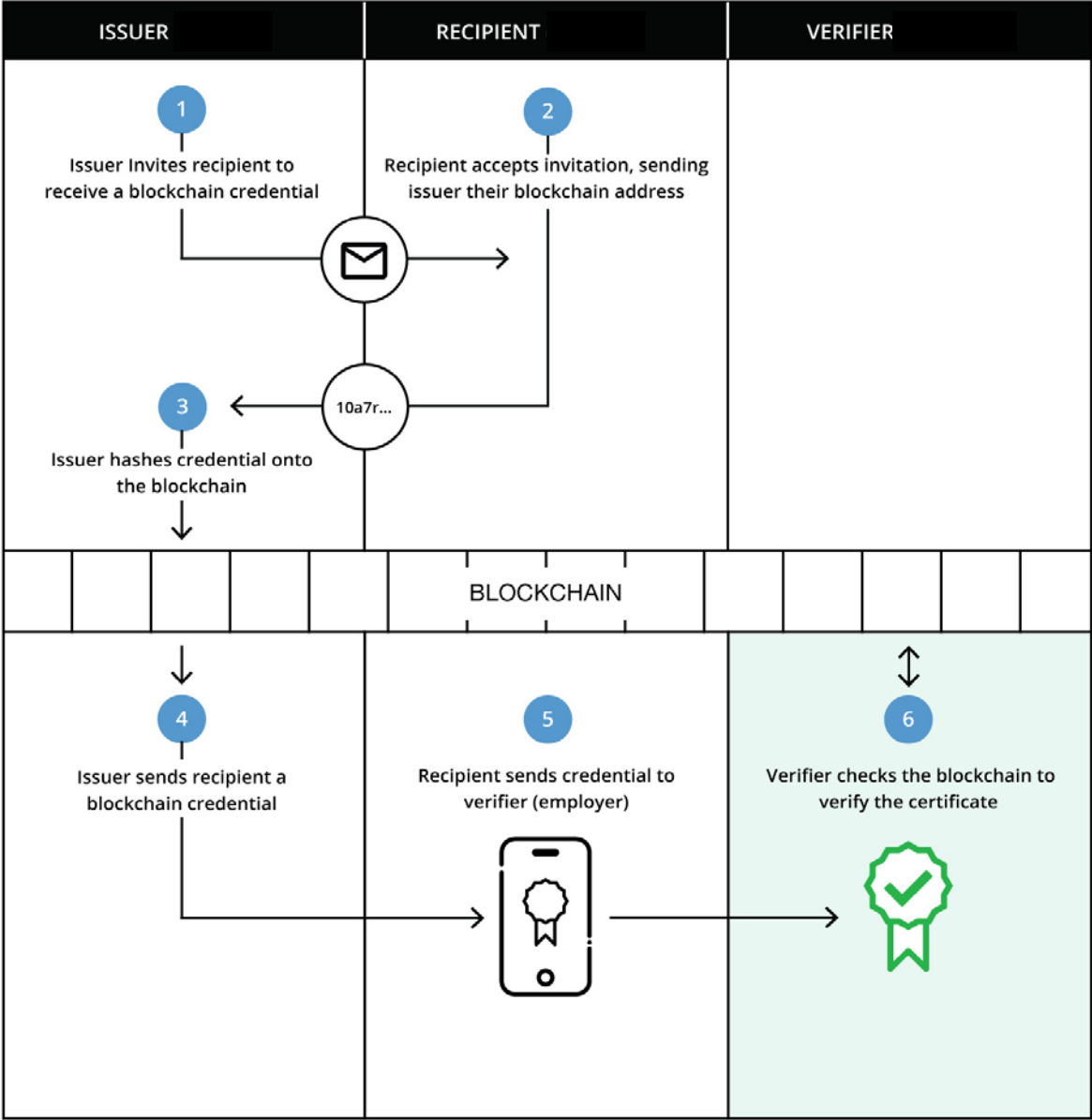


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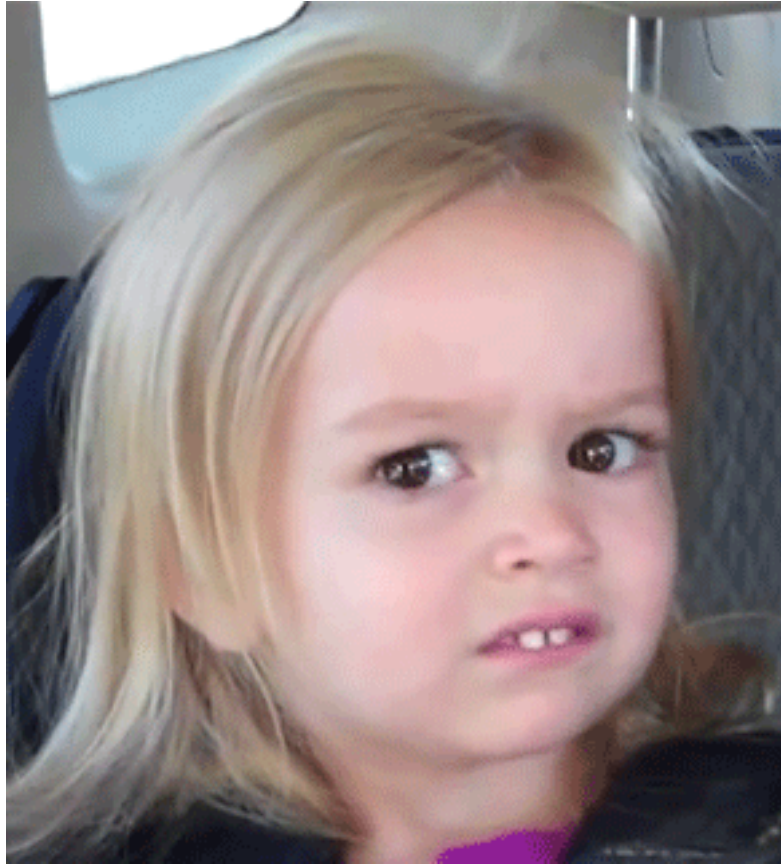




Updates



Adoption



A skills and competency-based ecosystem

