

Welcome to Teaching + Learning Tuesdays

May 15, 2018

2:30PM

Please adjust your audio using the Audio Setup option under the Meeting menu.



Teaching + Learning Tuesday



Digital Badging in Higher Education 101

Susan Manning, Ed.D.



Navigating the Communications Gap

**EDUCATORS &
TRAINERS**



Certificate

EMPLOYEES



Resume

EMPLOYERS



Job Description

Open Badges: Credentials for the modern workforce

1. **Digital emblem** which symbolizes learning achievements at any level: skills, certificates, diplomas, certifications, licenses and more
2. **Contains metadata** with skills tags and accomplishments
3. **Easy to share** in social media: LinkedIn, Twitter, FB, blogs
4. **Real-time verification** of every badge, connected to official Issuer records
5. **Standards-based** on IMS Open Badges standard



Digital Badges are **Currency**



Granular



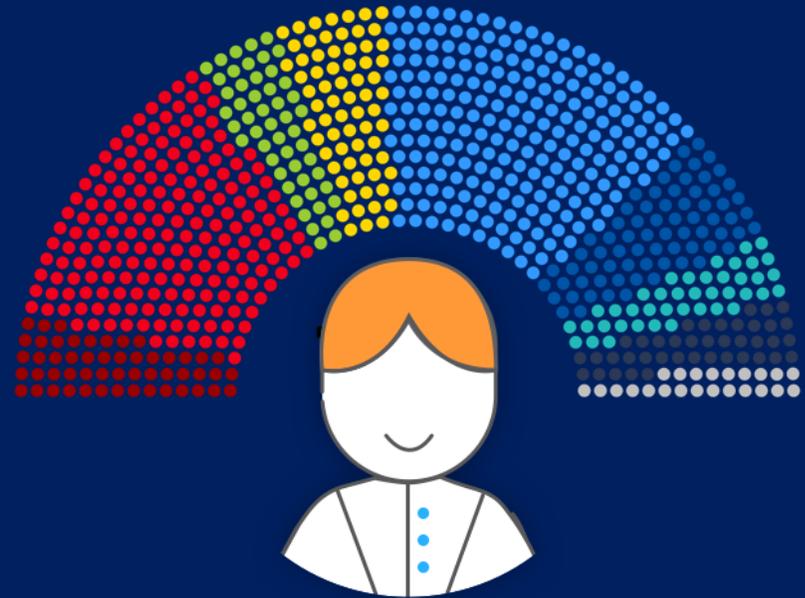
Portable



Digital



Verified



Telling a more complete and verified story

🔍 👤



George Ouseb

[Twitter](#) [Facebook](#) [www](#) [Send a Message](#)

I am an open-minded and purpose driven individual with a substantial IT background. My passion acquired over time is Interactive Media. I consider myself an innovator who specializes in programming and user interface design. My level of expertise and experience enables me to confidently take on new and unproven ideas. I respect others values and input within a given project in an effort to be a good team player. I appreciate networking with those in my field of involvement and fair competition.

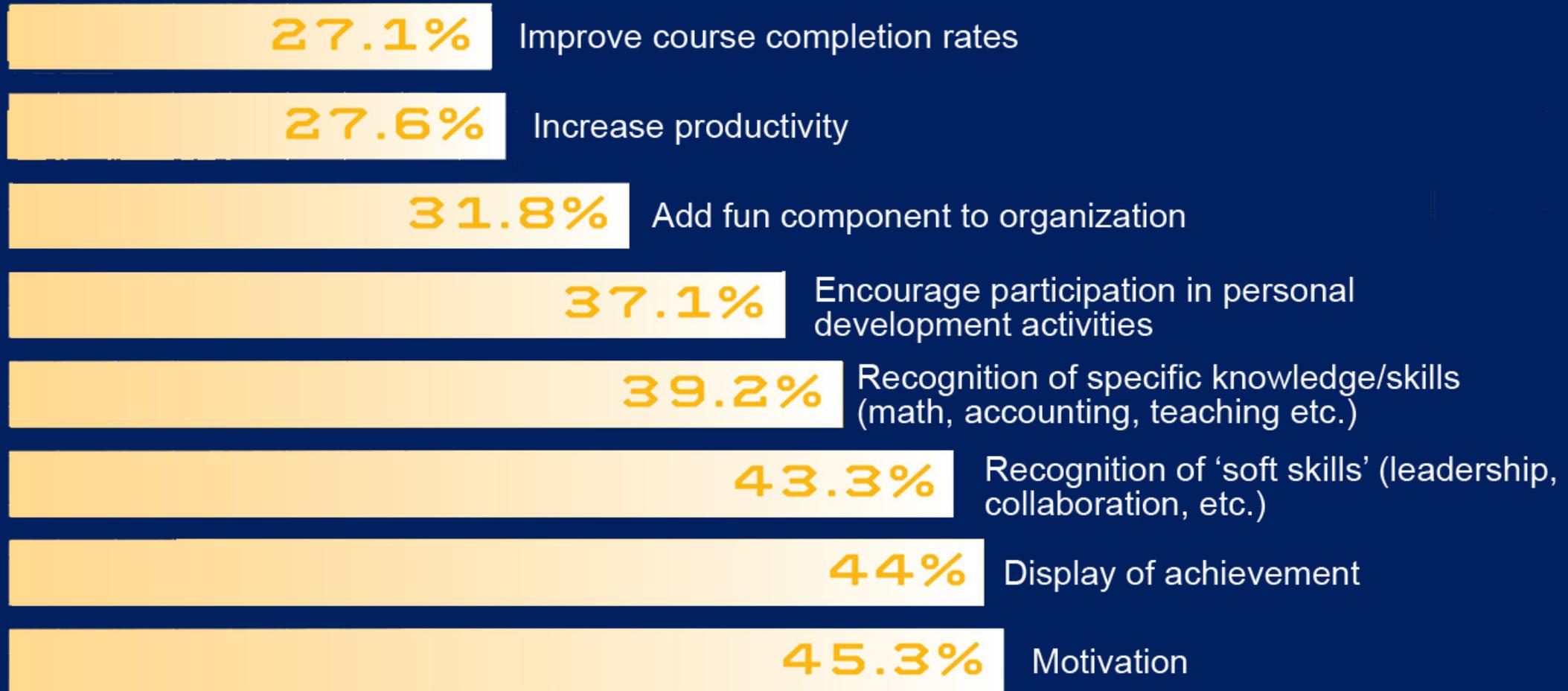
GEORGE'S BADGES

 <p data-bbox="866 942 968 999">Risk Taker ClearFit</p>	 <p data-bbox="1312 942 1414 999">Innovator ClearFit</p>
 <p data-bbox="866 1113 1082 1213">Cisco Certified Network Associate Routing and Switching (CCNA Routing and Switching) Cisco</p> <p data-bbox="751 1235 802 1256">EXPIRED</p>	 <p data-bbox="1312 1135 1516 1213">MCSD: App Builder — Certified 2016 Microsoft</p>
 <p data-bbox="866 1342 1070 1420">MCSE: Productivity — Certified 2016 Microsoft</p>	 <p data-bbox="1312 1342 1541 1420">MCSA: Web Applications - Certified 2016 Microsoft</p>

- ISSUED ON 02 JUN 2017
Risk Taker
Issued by ClearFit
- ISSUED ON 02 JUN 2017
Innovator
Issued by ClearFit
- ISSUED ON 23 APR 2017
Cisco Certified Network Associate Routing and Switching (CCNA Routing and Switching)
Issued by Cisco
- ISSUED ON 26 SEP 2016
MCSD: App Builder — Certified 2016
Issued by Microsoft
- ISSUED ON 26 SEP 2016
MCSE: Productivity — Certified 2016
Issued by Microsoft
- ISSUED ON 26 SEP 2016
MCSA: Web Applications - Certified 2016
Issued by Microsoft
- ISSUED ON 04 SEP 2016
Key Applications
Issued by Certiport

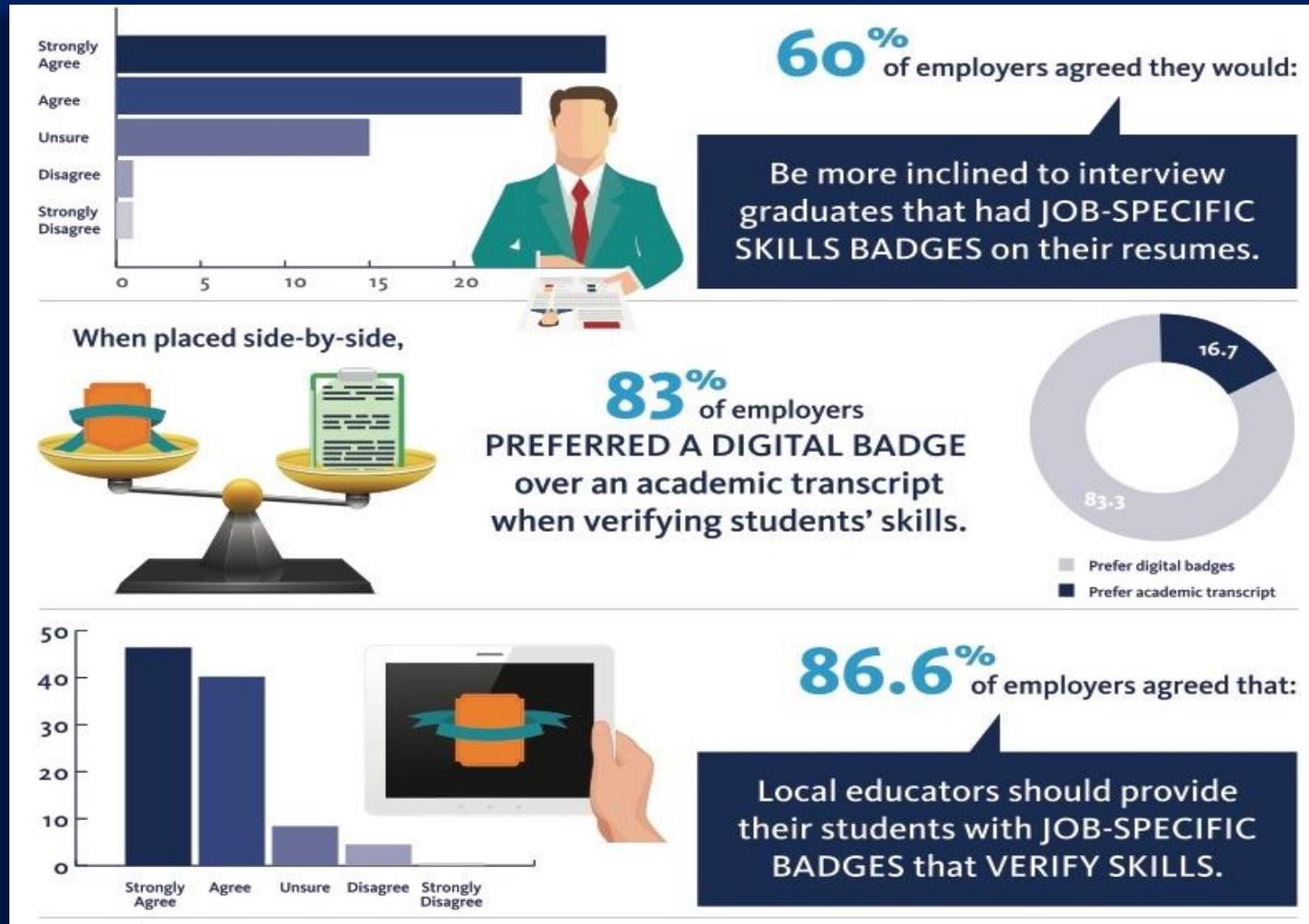
Institutions use badges to surface skills and competencies within their curriculum.

The Values of Digital Badging



"WCET Leadership Summit: 21st Century Credentials: Learners + Institutions + Workforce" by Cali Morrison, [WICHE Cooperative for Educational Technologies](#) is licensed under [CC BY-SA 4.0](#)

Employers Prefer Verified Skills & Digital Credentials





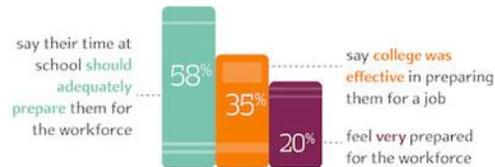
2015 Workforce Readiness Survey

Though 65% of students felt adequately prepared to enter college after high school, preparedness for the next step — the workforce — dips dramatically.

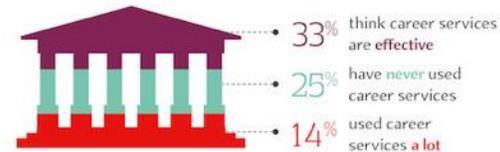
Cost Is a Critical Factor in College Selection



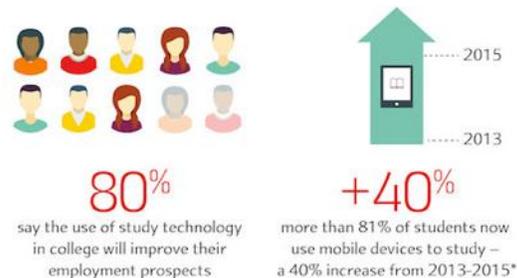
How Prepared Are Students For The Workforce?



Students Feel Planning Could Be Improved



Technology Can Help Improve Readiness



Source: McGraw-Hill Education 2015 Workforce Readiness Survey of nearly 7,000 college students; conducted by Hanover Research
*Source: McGraw-Hill Education 2015 Digital Trends in Higher Ed study

<https://elearninginfographics.com/2015-workforce-readiness-infographic/>

Organizations of every type from every industry





Turn learners into earners.



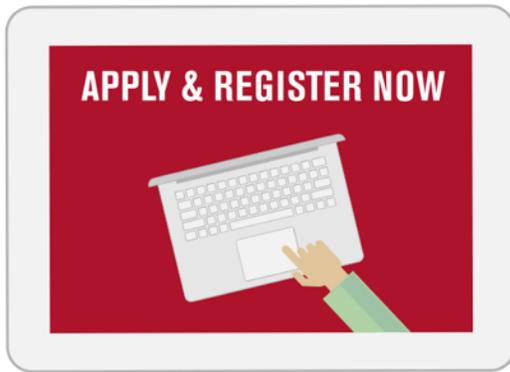
Business • Design • Technology

WELCOME TO SANTA BARBARA CITY COLLEGE CAREER SKILLS INSTITUTE

Santa Barbara City College offers a noncredit certificate program to provide you the training you need to get a job, advance in your job and/or provide you the skills you need to grow your business. These career skills courses are packaged to enable you to earn a certificate and a digital badge demonstrating you have mastered new skills.

This catalog lists more than 25 certificates covering the areas of business, design and technology. Whether you need brushing up on the art of negotiation, or to better understand branding or design basics, we have the coursework and certificates to meet that need.

Invest in your professional development and learn the skills you need today!



Career Skills Institute Certificate Catalog



WHAT ARE DIGITAL BADGES?

A digital badge is a unique and portable digital representation of your certificate that you can post on your online pages that promote you and your skills, such as LinkedIn or Facebook. Digital badging allows employers to grasp a deeper picture of your actual skills—just what they need to assist in their hiring.



PROGRAM = COURSES + BADGES

The Career Skills Institute is offering over 40 new short courses (8-16 hours each) and over 20 digital badges.



[Click to Download Class Schedule](#)



[HAVE A QUESTION? CLICK HERE TO ASK](#)



Accounting Basics for Small Business Certificate

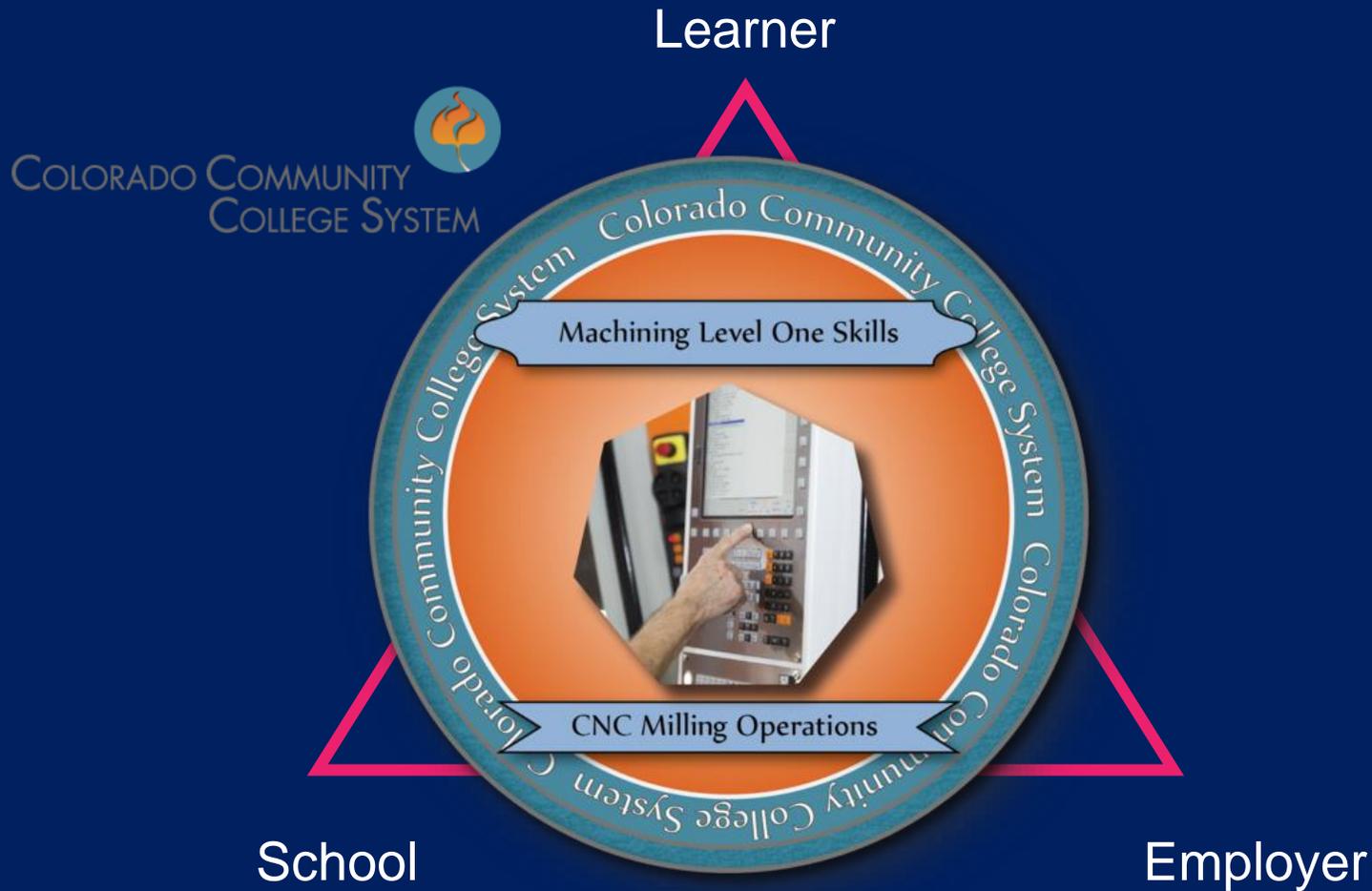
[Show Details](#)



Basic Imaging Certificate

[Show Details](#)

Education > Employment: Reduced time to fill in-demand jobs



The screenshot shows a digital badge interface for 'CNC Milling Operations'. At the top left is the badge's circular icon, which includes the text 'Colorado Community College System', 'Machining Level One Skills', and 'CNC Milling Operations'. To the right of the icon, the text reads: 'CNC Milling Operations', 'Issuer: Colorado Community College System', 'Authorized By: Colorado Community College System', and 'Claim Code: Enter Claim Code'. Below this is the 'Evidence is Required' section, which states: 'The badge earner has submitted to a NIMS credentialing test and has the CNC Milling Operations certification issued by the National Institute of Metalworking Skills which signifies passing the NIMS credentialing test. NIMS Credentialing Test'. The 'Attach Evidence' section includes icons for a camera, link, document, video, audio, and edit. A 'Claim Credential' button is located below the evidence icons. The 'Description' section states: 'This badge validates that an individual is able to successfully machine parts by operating a computer numerical control (CNC) machine; maintain quality standards; keep records; maintain equipment and supplies; and perform routine preventative maintenance.' The 'Criteria' section includes a bullet point: 'Demonstrate safe and proper use of cutting tool assembly including: configuration (LOC and EOH), holder applications, fitting (tightening/loosening)'. The 'This badge is valid because the badge holder has their NIMS CNC Milling Operations certification issued by the National Institute of Metalworking Skills which signifies passing the NIMS CNC Milling: Operations credentialing test.'



Madison College: School of Professional and Continuing Education



Beer: Brewing Practicum Course

This course covers the process of brewing, racking, kegging, bottling, tasting and evaluating beer. After receiving detailed instruction and demonstrations, students will work in groups to brew beer using home brewing equipment under the supervision of an experienced brewer. The class will then taste and evaluate their efforts, and can culminate in first level Cicerone testing.



This badge is issued by Madison College: School of Professional and Continuing Education

SKILLS

- Beer Bottling
- Beer Brewing
- Beer Ingredients
- Beer Racking
- Beer Tasting
- Cicerone
- Evaluating Beer
- Kegging

WHAT IT TAKES TO EARN THIS BADGE

- Strengthened and broadened their understanding of sound brewing practices and the challenges of commercial breweries
- Experienced in practice how the science of brewing drives its processes.
- Practiced key brewing process and measurement techniques including pH measurement, wort gravity, hopping techniques, pitch rates, oxygenation, and fermentation temperature control.
- Studied and practiced beer recipe formulation and analytical methods.



WALT DISNEY COMPANY
College and International
Program Internship

Disney College & Intern...

Completing a valuable work experience within a Fortune 100 Company.

[View](#)



WALT DISNEY COMPANY
Creativity and
Innovation Course

Disney Creativity and I...

Introducing the main concepts of creativity and innovation.

[View](#)



WALT DISNEY COMPANY
Corporate Communication
Course

Disney Corporate Com...

Examining how global companies communicate with key audiences.

[View](#)



WALT DISNEY COMPANY
Advanced Studies in
Hospitality Management

Disney Advanced Studi...

Exploring contemporary operational issues and situations within the hospitality industry.

[View](#)



WALT DISNEY COMPANY
Marketing You
Course

Disney Marketing You ...

Addressing professional and career development needs.

[View](#)



WALT DISNEY COMPANY
Interactive Learning
Program

Disney Interactive Lear...

Engaging in group and individual learning activities on formulating of successful business strategy.

[View](#)



WALT DISNEY COMPANY
Organizational Leadership
Course

Disney Organizational ...

Examining leadership, management, communication and successful work communities.

[View](#)



WALT DISNEY COMPANY
Human Resource
Management Course

Disney Human Resourc...

Considering the human resource management function in a corporate setting.

[View](#)

Digital Credentials as “Rosetta Stone”



The screenshot shows a web browser window with two tabs: 'Northeastern University and...' and 'Northeastern University'. The address bar shows a secure connection to a URL on pages.northeastern.edu. The page content includes the Northeastern University logo and the IBM logo. A video player is embedded, showing the Northeastern University logo and a play button. Below the video is a section titled 'Take the Next Step in Your Education' with a paragraph of text. To the right is a form titled 'Strategic Learning Collaboration: IBM and Northeastern' with fields for First Name, Last Name, Email Address, Phone Number, and Your Acclaim Badge Home Page URL. There is also a dropdown menu for 'Program of Interest' and a red button labeled 'Discover Your Opportunities'. A disclaimer at the bottom states that by submitting the form, the user agrees to receive details from Northeastern University.

Northeastern University

IBM

Strategic Learning Collaboration:
IBM and Northeastern

Fill in the form below to get more information about how your badges grant you advanced standing in a Northeastern program.

First Name:

Last Name:

Email Address:

Phone Number:

Your Acclaim Badge Home Page URL:

Program of Interest:

Discover Your Opportunities

By submitting the form, you agree to receive details from Northeastern University about our degree programs and certificates via phone, email and/or text message. You can unsubscribe at any time.



Partnering with Employers
to Create Workforce-Relevant
Credentials: A Field Guide





Portable, digital, verified achievements.

Credly.com
YourAcclaim.com

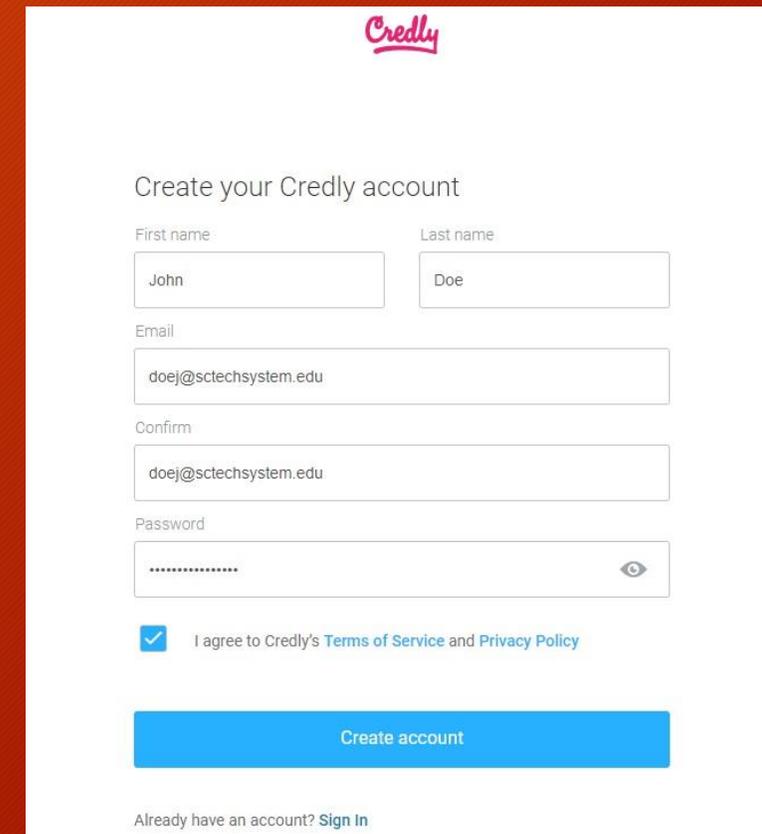
SCTCS Academic & Student Affairs Division *Digital Badging Overview*

Presented by Erin York, Teaching & Learning Coordinator

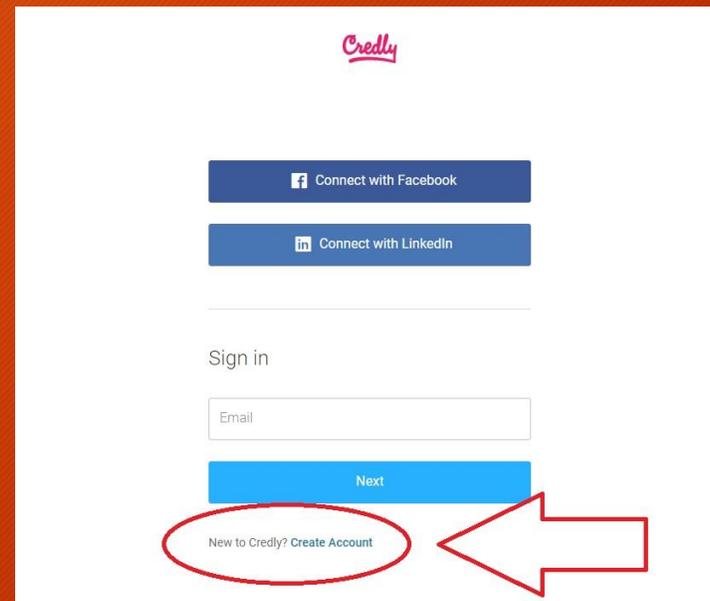


Digital Badging Platform

- Step 1: Visit Credly.com
- Step 2: Create an account
- Step 3: Claim your digital badges
- Step 4: Download and share



The screenshot shows the 'Create your Credly account' page. At the top right is the Credly logo. Below it, the heading 'Create your Credly account' is centered. The form includes several input fields: 'First name' (with 'John' entered), 'Last name' (with 'Doe' entered), 'Email' (with 'doej@sctechsystem.edu' entered), and 'Confirm' (with 'doej@sctechsystem.edu' entered). There is a 'Password' field with a masked password and an eye icon. A checkbox is checked, with the text 'I agree to Credly's Terms of Service and Privacy Policy'. At the bottom of the form is a large blue 'Create account' button. Below the button, it says 'Already have an account? Sign In'.



The screenshot shows the 'Sign in' page. At the top center is the Credly logo. Below it are two social login buttons: 'Connect with Facebook' and 'Connect with LinkedIn'. Underneath is a 'Sign in' section with an 'Email' input field and a blue 'Next' button. At the bottom of the page, there is a link that says 'New to Credly? Create Account', which is circled in red. A large white arrow with a red outline points from this link towards the right.



Digital Badging for Faculty, Students, & Staff

Faculty Badge Design
Square



Student Badge Design
Diamond

Staff Badge Design
Circle



Earning a Digital Badge

Fall 2017



Spring 2018



Fall 2018

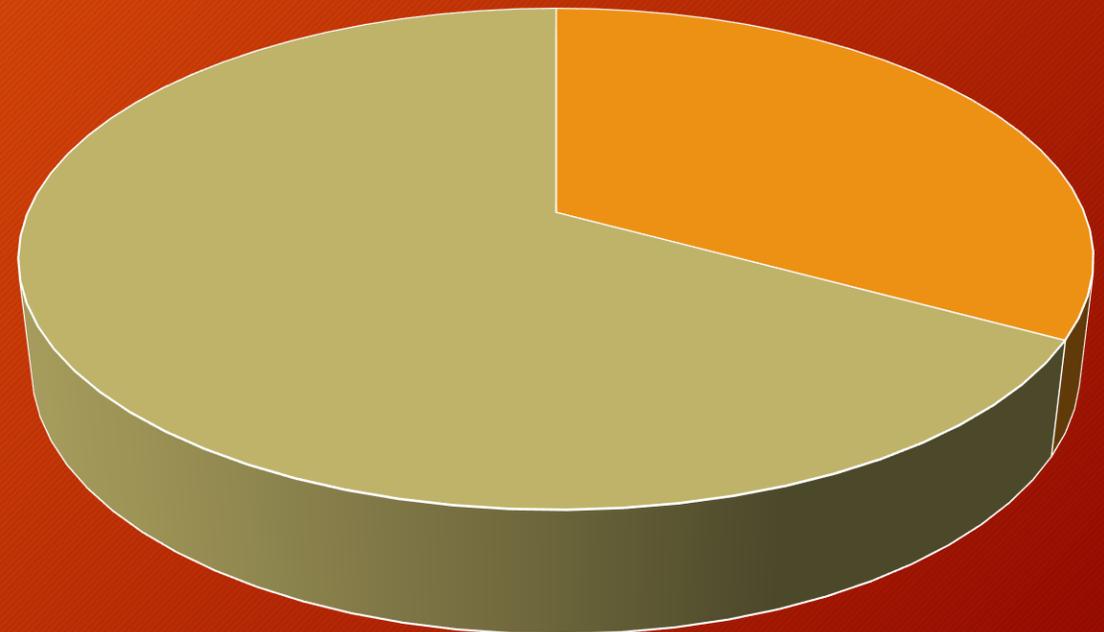


By the Numbers

- **To date:**

- 9 professional development opportunities
- 117 total issued digital badges
- 513 total digital badge interactions

Social Media Breakdown



■ Facebook ■ LinkedIn

In Their Words

- “Digital badging is a great way to recognize and reward learning! Thank you for giving me one more reason to participate Teaching and Learning Tuesdays!” ~Nancy Bishop, Central Carolina Technical College
- “My badge will assist me with providing evidence of having taking appropriate training provided by the System Office and will become part of my professional development portfolio. ~Ian McLeon, Midlands Technical College
- *Submit your own digital badging testimonial to be included in this month’s SCTCS U.P.D.A.T.E. blog post.*

Questions?

For more information,
contact Erin York: 803.896.6694 or yorke@sctechsystem.edu.



Upcoming TLT Sessions

June 19, 2018 at 2:30 pm

Trending Issues in the Community College

July 2018 – No TLT

Want to showcase your expertise? Is there a teaching technique that has been effective in the classroom? Apply to be a TLT presenter!

For more information: www.sctechsystem.edu/tlt



Give us your feedback

- <https://www.surveymonkey.com/r/May2018TLT>

