# Open Badges: Credentialing and Open Recognition

Dr Doug Belshaw
Co-founder, We Are Open Co-op

IFLA Webinar: Open Badges and Micro-Credentials in Libraries (4 May 2023)

Slides: https://bit.ly/3LAUWz7

WAO

Laura Hilliger

**Strategist & Idea Maker**
**Creative genius.**
**Tech wizard.**
**Expert facilitator.**

John Bevan

**Convenor & Connector**
**Co-op radical.**
**Partnership wizard.**
**Zen in the room.**

Doug Belshaw

**Open Thinkerer**
**Tech sherpa.**
**Writer.**
**Open advocate.**

WAO COOPERATIVE

Bryan Mathers

**Cooperator**
**Genius illustrator.**
**Techie.**
**Is drawing you right now.**

Most images CC BY-ND

Anne Hilliger

**Cooperator**
**Media Educator.**
**Learning design novice.**
**Gender studies aficionado.**

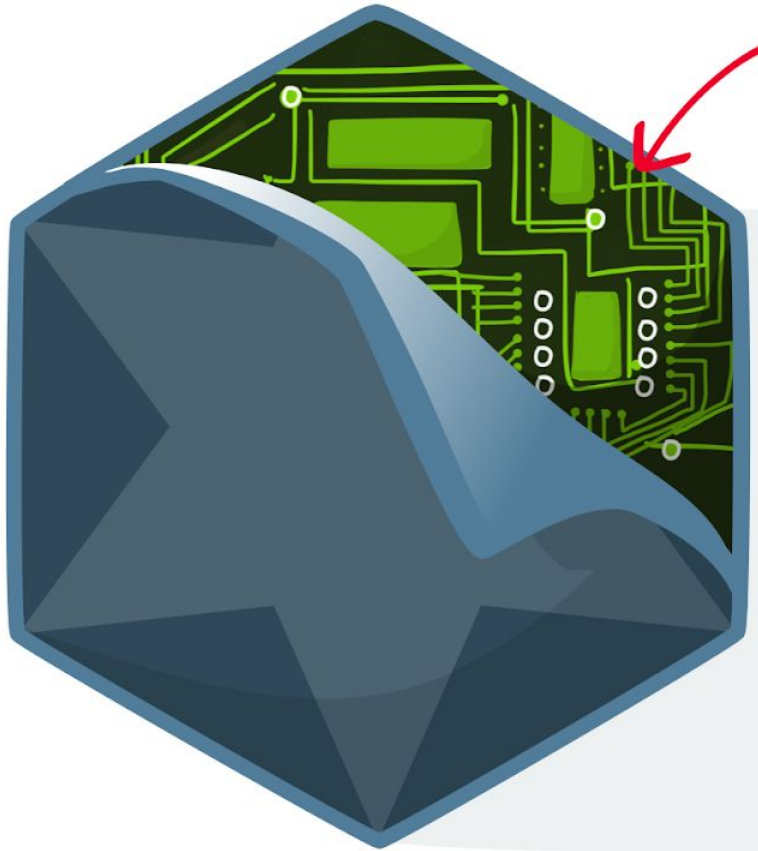
## ✅ Things I'll be covering in the next ~20 mins

- What Open Badges are and why they're awesome
- Some stats around number of badges issued, etc.
- General and specific examples of badges
- Differences between credentialing and recognition
- The importance of co-creation

## ❌ Things I'll won't be covering in this presentation

- Specifics of badge issuing platforms
- Version 3.0 of the Open Badges standard + Verifiable Credentials
- Blockchain, decentralised identifiers, or anything relating to Web3

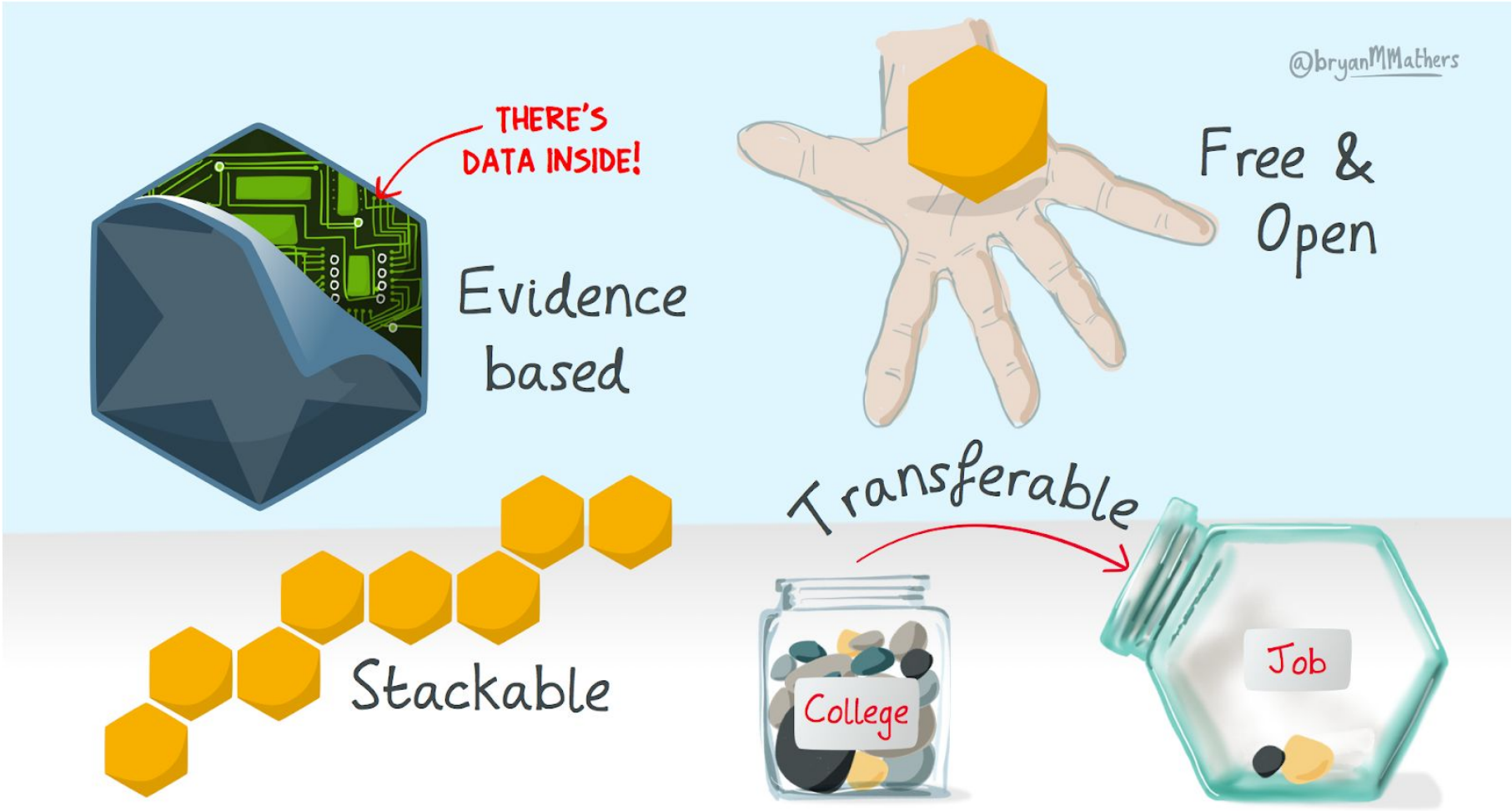
# WHAT ARE OPEN BADGES?



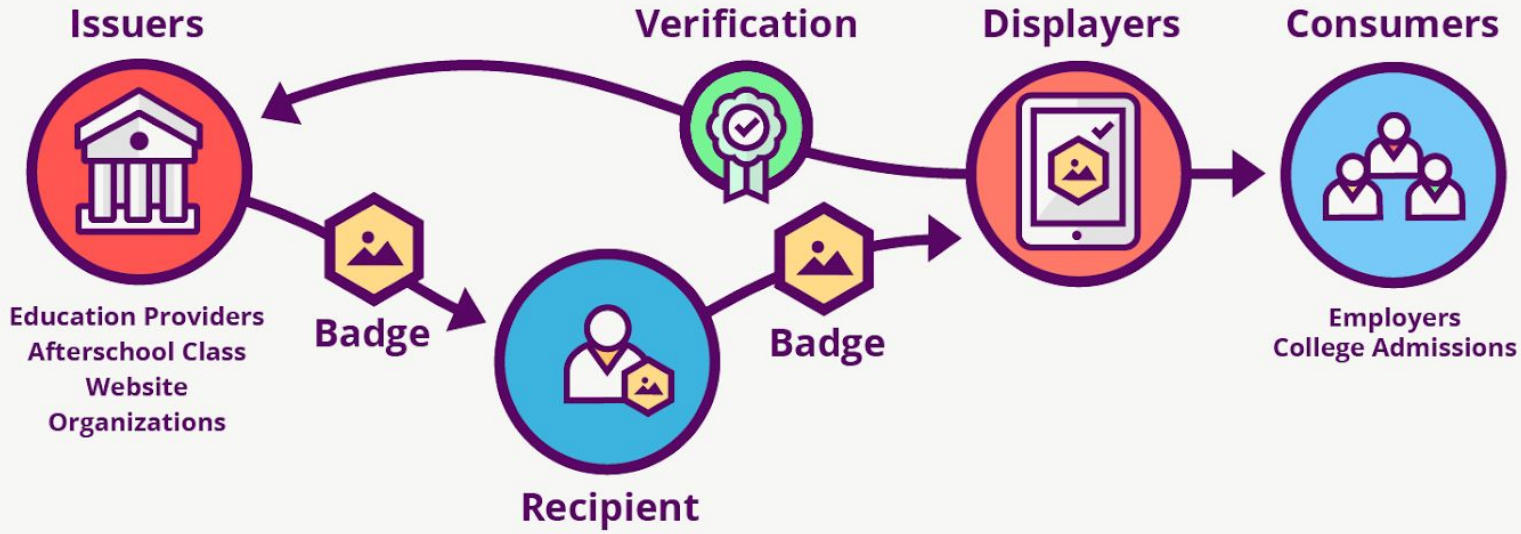
THERE'S DATA INSIDE!

@bryanMMathers

badge name
badge URL (description)
badge criteria
badge image
issuer
issue date
recipient
tags
alignment (standards)
expiration date
evidence URL


@bryanMMathers
THERE'S DATA INSIDE!
Evidence based
Free & Open
Stackable
Transferable
College
Job

# How the Open Badges Infrastructure works in practice (v2.1)

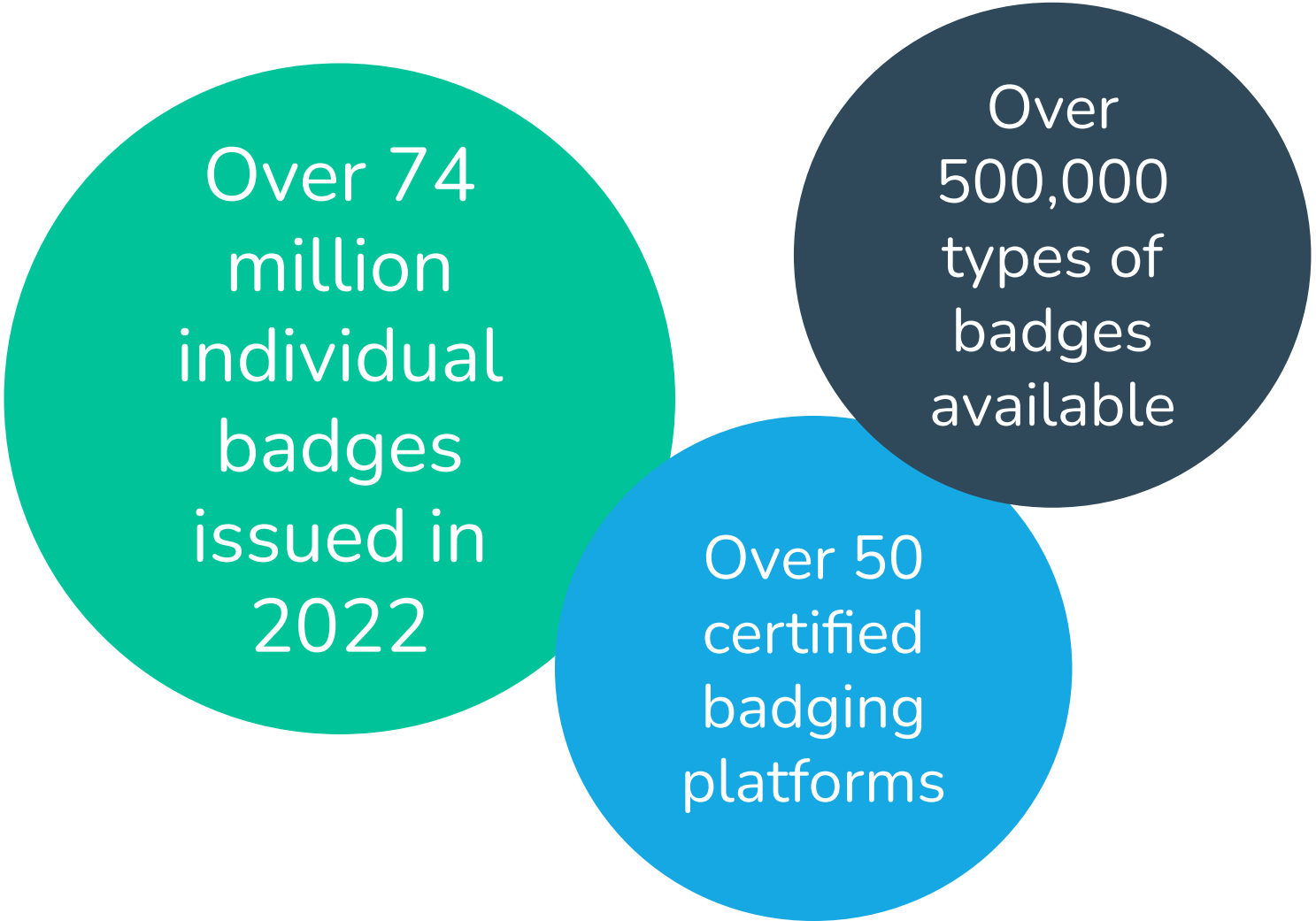


JOB TRAINING
ONLINE LEARNING
PROFESSIONAL DEVELOPMENT
TEAM
UNLOCK NEW POSSIBILITIES
CHEF
LIFELONG LEARNING
JOB OPPORTUNITIES
@bryanMMathers

@bryanMMathers

OLD SCHOOL
CREDENTIALS

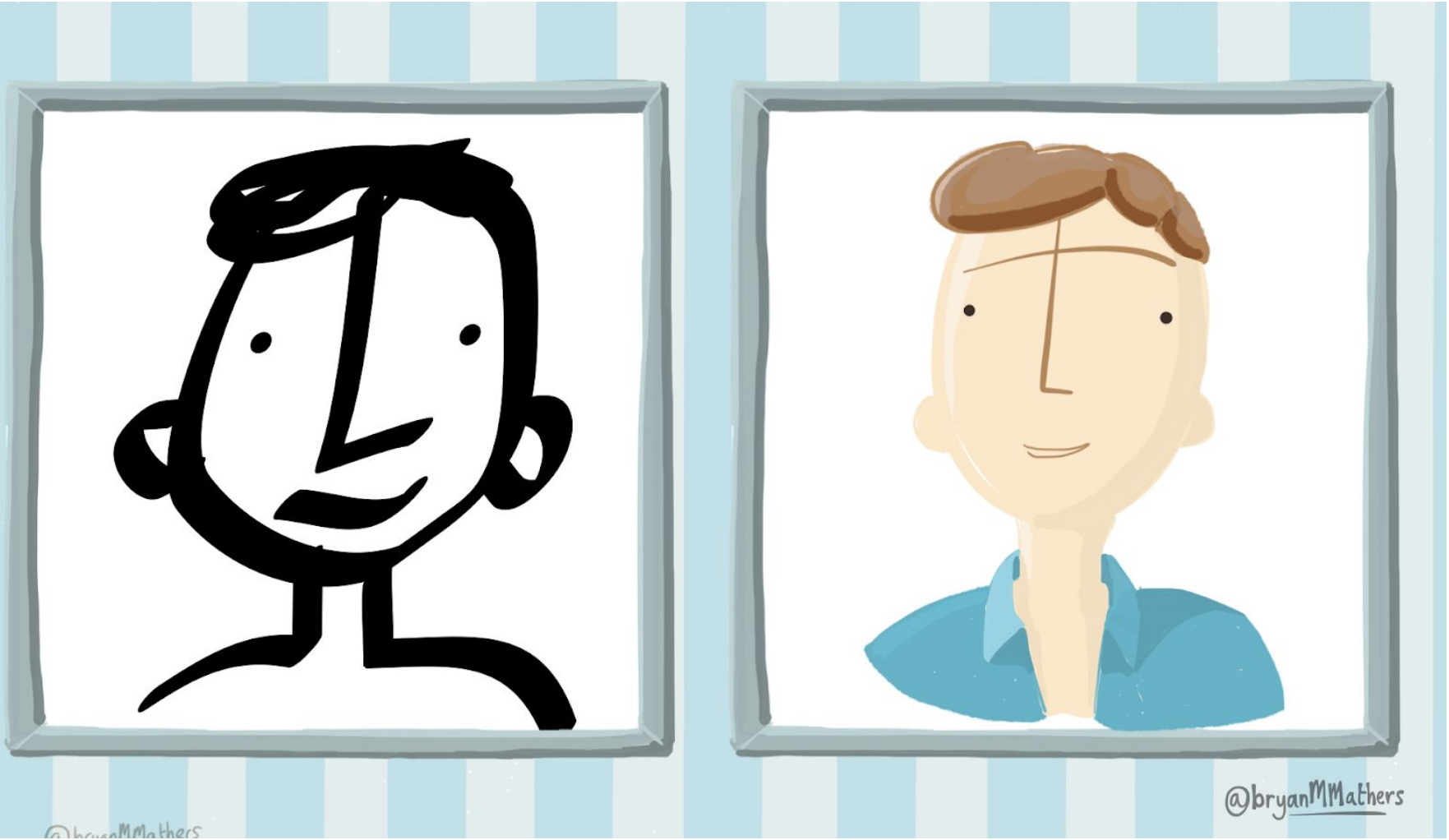
NEW SCHOOL
CREDENTIALS


Over 74 million individual badges issued in 2022
Over 500,000 types of badges available
Over 50 certified badging platforms

# WHY USE OPEN BADGES?

Your experiences have VALUE

@bryanMMathers


@bryanMMathers

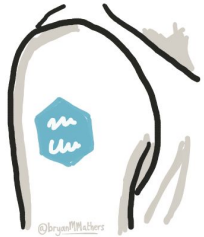
P.S.
DOES ANYONE STILL USE A BRIEFCASE?

VISUAL THINKERY

WAO

# My top three reasons for using badges

1. Learning happens everywhere
2. The ‘skills gap’ may actually be a ‘credentialing gap’
3. How can we provide recognition at a distance?



# GENERAL EXAMPLES

# Example 1

# SURF edubadges

SURF

SURFspot SURFdashboard My SURFmarket SURFdrive SURFfilesender edu.nl Nederlands

IT facilities Education & IT Research & IT About SURF

*Driving innovation together*

## edubadges: issuing digital certificates to students

edubadges is the digital certificates platform for the Dutch education community. edubadges enable you to award students or workers with evidence of knowledge and skills they have acquired. An edubadge is issued electronically within a secure and trusted SURF platform.

Go to edubadges.nl

edubadges

edubadges About Get affiliated Ongoing development In practice FAQ

### A single platform for digital certificates

Issue edubadges digitally from within a safe and trusted platform. Find out what edubadges can do for you as an institution and for your students.

About edubadges

### Why edubadges?

**Recognition for achieving learning outcomes**

Reward your students with an edubadge for knowledge and skills they have acquired.

**Lifelong learning**

By issuing digital certificates, you help make a Dutch education more flexible and students and workers more mobile.

### 20 institutions use edubadges

Does your institution already issue edubadges to students? There are now 20 institutions connected:

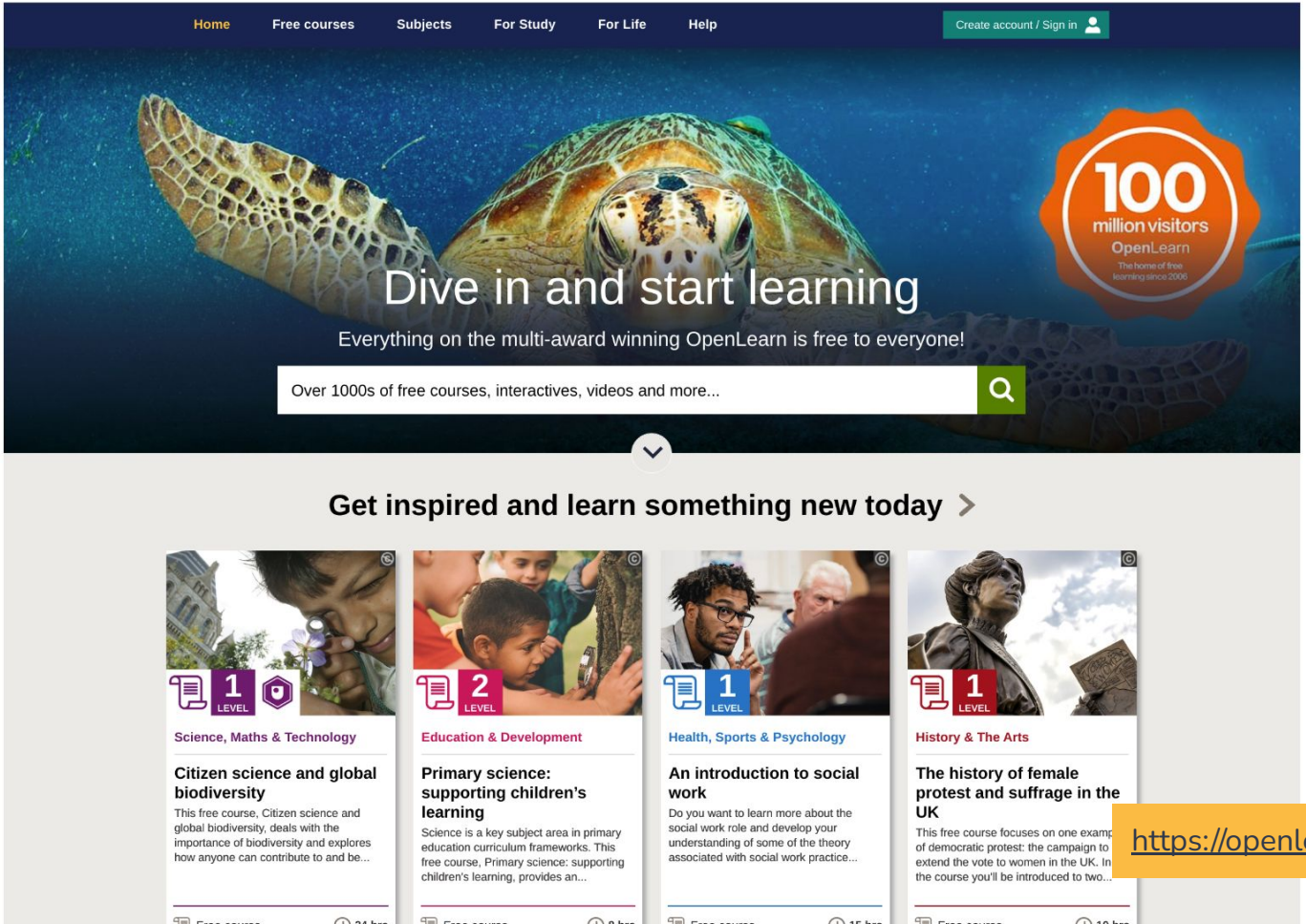
8 universities
8 universities of applied sciences
4 senior secondary vocational education (mbo) institutions

View all institutions

### Practical examples

https://www.surf.nl/en/edubadges-issuing-digital-certificates-to-students

# Example 2
# OpenLearn




https://openlearn.com

# Example 2
# OpenLearn

Sign in | Contact the OU | Accessibility Search the OU

Courses Postgraduate International Research About News & media Business & apprenticeships

Open Educational Resources at The Open University

Home OpenLearn OpenLearn Create Corporate services Research Broadcast Support us

Home › OpenLearn › Delivering free digital badges

## Delivering free digital badges

Through the development of assessed badged open courses (BOCs) the Open University (OU) is augmenting its employability and outreach offering for both informal learners and its students via the OpenLearn platform. This work aligns with the Open University's priorities and core values in that it:

- Aligns with the Open University's strategies to support the employability of its students and the academic success of its students.
- Helps to provide accessible routes into education for students who might not otherwise have the opportunity to participate.
- Supports The OU Charter: … *to promote the educational well-being of the community generally*.

The OU is building on years of knowledge, experience and research in Open Educational Resources (OER) as these

There are now over 70 BOCs available on OpenLearn.

OpenLearn

Free courses

Delivering free digital badges

Syndication

**OU Badged Open Courses**

**Subject and study skills mastery**

- All my own work: exploring academic integrity
- Being an OU student
- Digital skills: succeeding in a digital world [Part-funded by the HEA]
- English: skills for learning
- Exploring learning disabilities:
- Multidiscliplinary study: the value and benefits (the OU's 'Open Programme')

http://www.open.ac.uk/about/open-educational-resources/openlearn/delivering-free-digital-badges

# Example 3
# IBM



Badging & Certification

## IBM awards its three millionth digital badge (and disrupts the labor market in five big ways)

3 August 2020 | Written by: David Leaser

Categorized: Badging & Certification | Future of Work

**Share this post:**

**IBM has recently issued its three millionth digital badge!**

What started out as a simple idea to attract talent has turned into the most influential IT credential program in the world. Now, IBM has issued its three millionth badge and hosts about 2,500 activities where badges are issued.

The idea was born in a conference room in Raleigh where a group of IBMers met for an afternoon to figure out how to attract more big data developers to IBM. Ideas were put on whiteboards and paper, and the framework for the badge program emerged.

When it was introduced in 2015, the IBM Digital Badge Program drew many skeptics who feared it would cause significant disruption. Indeed it has.

Here are a five ways this innovation has shaped and transformed learning and development:

Follow the conversation

**Blog RSS feeds**

Blog post feed

Comment feed

https://www.ibm.com/skills/badges

# Example 4

# My favourite example

COLORADO STATE UNIVERSITY | ONLINE

My Courses (0) My Account

search

Degrees Certificates Courses Professional Education Students Faculty Contact Us Request Info Apply Now

## Certified Gardener Program

From CSU Extension

- Program Overview
- Curriculum
- Course Descriptions

### Program at a Glance

**Tuition**
Full Program – $654

Quest Bundles – $108-144

Individual Quest Badge – $60

Individual Trek Badge – $40
Tuition for the full program may vary based on savings earned by bundling courses.

**Course Type:**
Open-Entry
*Open-entry courses are fully self-led, online courses. Students can access the content on their own time and complete the program at their own pace. There are no refunds for open-entry courses.*

### Curriculum

The Certified Gardener Program is designed to be flexible, allowing you to choose subject material of interest to you. You can sign up for the full program, bundles of courses specific to a particular discipline, or individual courses depending on what you would like to learn.

### Full Program (Mastery Badge)

To earn the Certified Gardener Mastery Badge, you must complete all courses in the program. To sign up for the full program, and receive the most value, register for AGBB 2013.

**AGBB 2013** – CSU Extension Certified Gardener Full Program | $654

Enroll in All Courses

### Quest Bundles

Quest badge bundles allow you to sign-up for multiple courses at once and receive discounted pricing. Bundles are designed to increase depth in specific subject areas.

### Request Information

First Name*

Last Name*

Phone*

Email*

*By providing your information, you consent to receive calls and/or emails from CSU Online. Consent not required to purchase goods or services. For more info, call 1-877-491-4336. We respect your privacy. This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.*

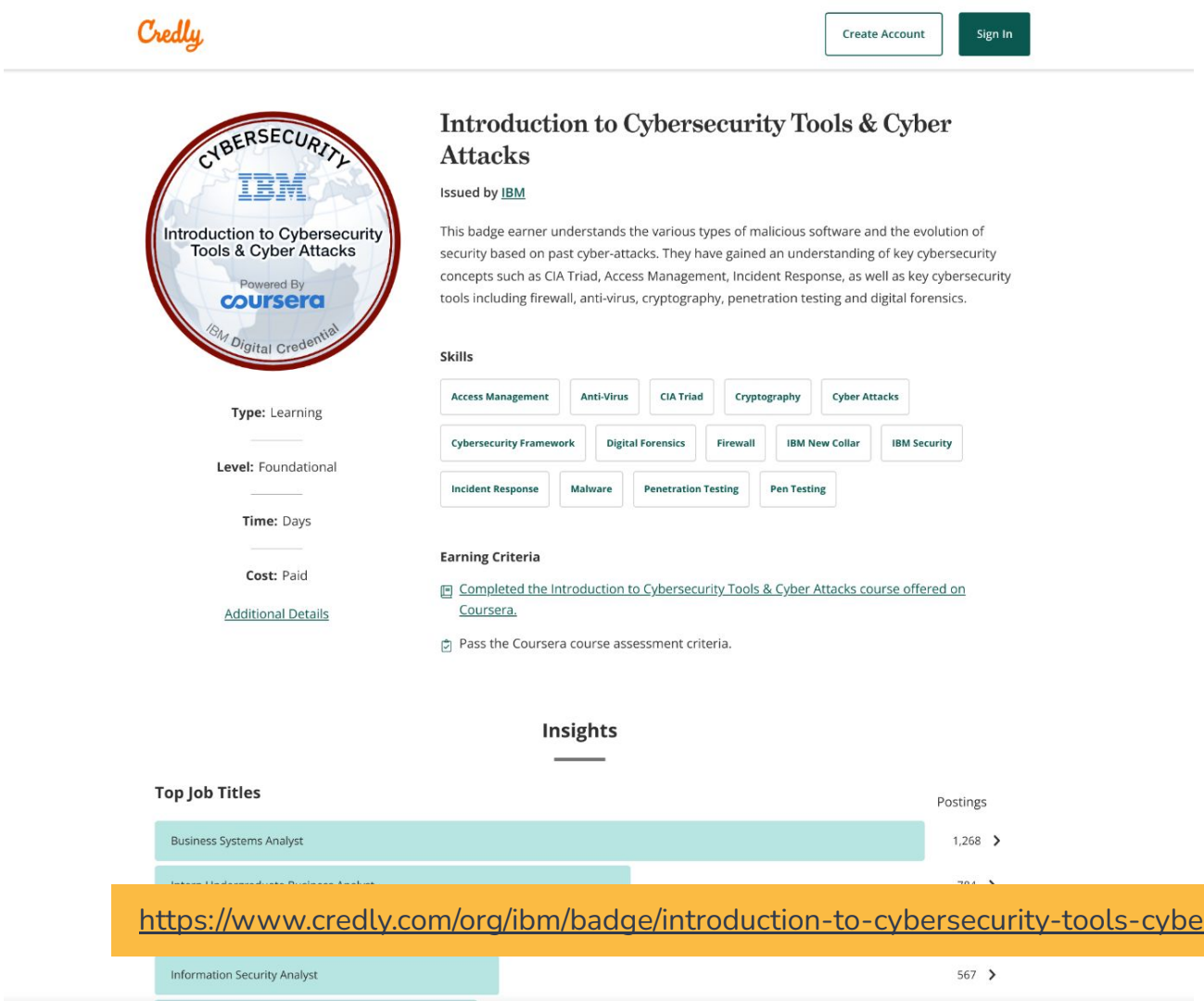
I'm not a robot reCAPTCHA Privacy - Terms

Submit

Questions?

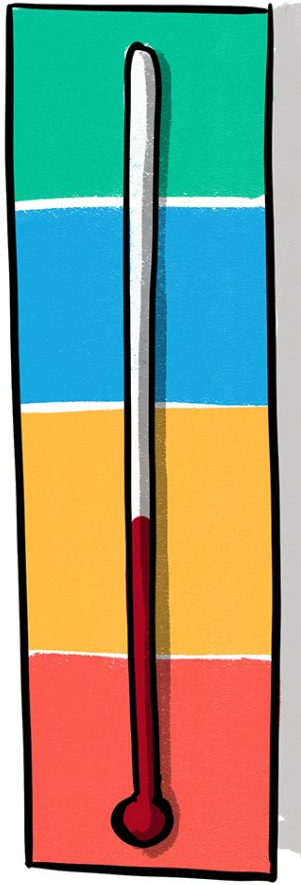
http://www.online.colostate.edu/badges/certified-gardener

# My son's first badge!




https://www.credly.com/org/ibm/badge/introduction-to-cybersecurity-tools-cyber-attacks

Yuh.



Nuh.

the
DO-MY-USERS-CARE
-ometer

WAO

## MEMBERSHIP

belonging to a group or organisation

## MASTERY

demonstrating excellence

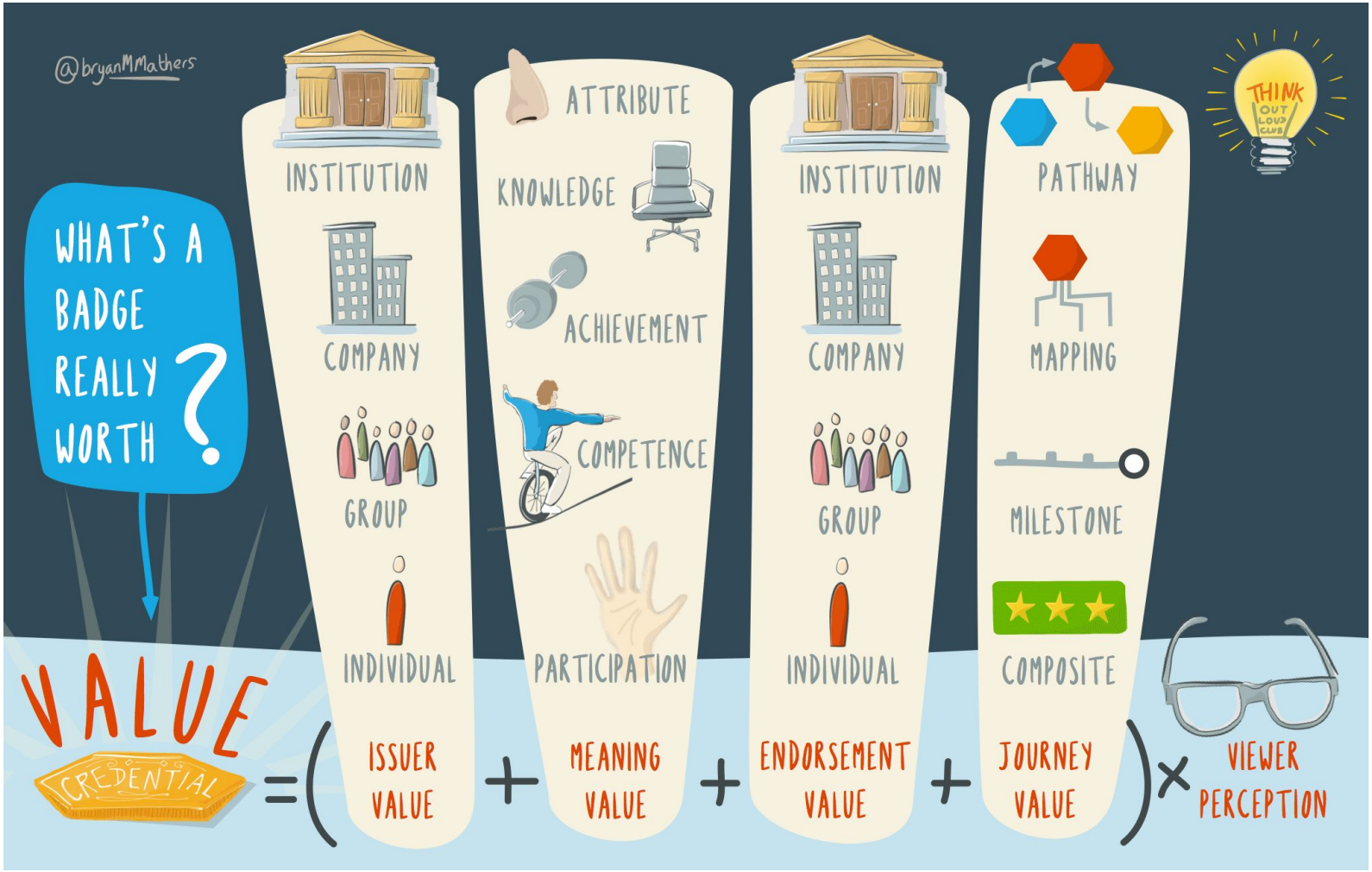
## PARTICIPATION

involvement in one or more activities

## CAPABILITY

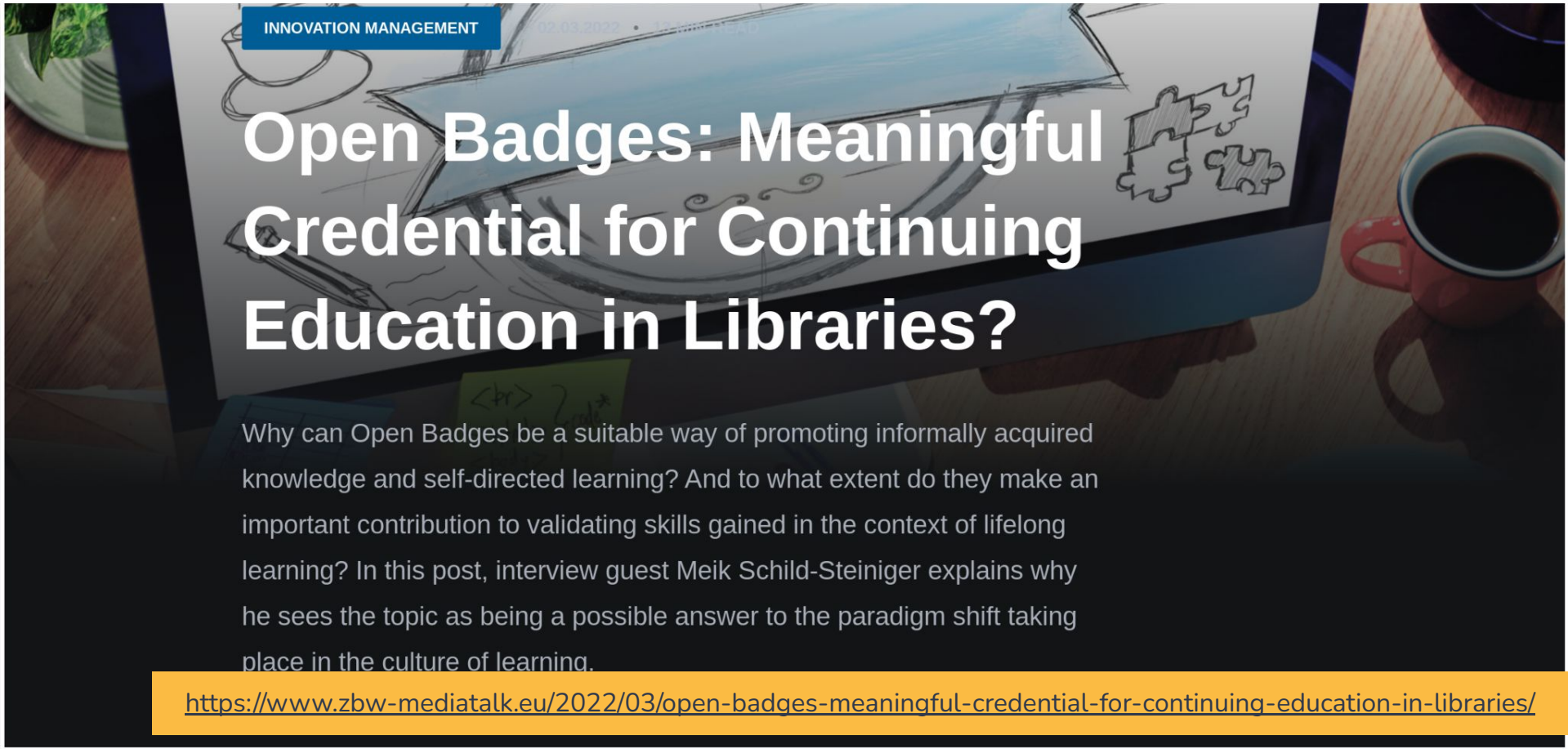
reaching a defined standard

@bryanMMathers




What's a badge really worth? by Visual Thinkery is licenced under CC-BY-ND

# SPECIFIC EXAMPLES




https://www.zbw-mediatalk.eu/2022/03/open-badges-meaningful-credential-for-continuing-education-in-libraries/

CITIES OF LEARNING

HOME | ABOUT US | HOW IT WORKS | BADGING STANDARDS | LOCATIONS | BECOME A CITY OF LEARNING | GET INVOLVED | RESOURCES | BLOGS ARTICLES

PLACE-BASED LEARNING NETWORK | JOIN OUR LEADERSHIP PROGRAMME

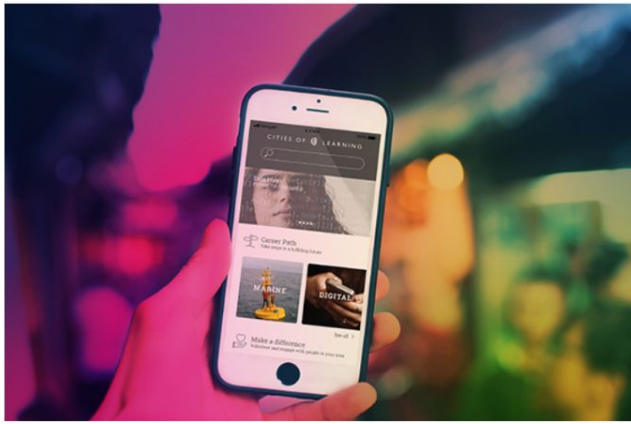
# ABOUT CITIES OF LEARNING

*The RSA's Cities of Learning programme is a new model for cities and regions to design and deliver inclusive lifelong learning which is tailored to the needs of local people and economies.*

The Cities of Learning concept has been developed with partner cities and localities, education providers, employers, youth sector organisations and education funders.

It builds on the work of other leading global initiatives such LRNG in the USA and UNESCO Learning Cities, and takes forward recommendations from the RSA's 2015 report New Digital Learning Age.

Lead by the RSA in partnership with developers Navigatr, the programme has received support from City & Guilds Group, UFI Charitable Trust and A New Direction.



https://www.thersa.org/cities-of-learning/about

RMIT UNIVERSITY

# Library subject guides



## Library Micro-credentials

Search this Guide Search

**The RMIT Library Creds guide explains the content of the Library's Creds and how teachers and lecturers can embed these creds in courses and programs.**


- Introducing RMIT Library Creds
- Academic Integrity Awareness
- Information Literacy: Key Concepts
- Collaborating Online
- Lifelong Digital Learning
- Digital Health and Wellbeing
- Data Literacy
- Digital Tools for the Future
- Repurposing and Sharing Digital Content


### About this Cred

Creating Digital Artefacts is one of 10 Digital Literacy Creds. These Creds are designed as a tool to support lifelong learning; to prepare students for living, learning and working in a digital society.

Social media has become the natural place where businesses interact with the public. But to cut through the online noise, organisations need compelling content that grabs people's attention and makes them take notice – and they need someone with the skills and know-how to create it.

Students will learn to apply their natural creativity to crafting quality online content, including videos, podcasts and eye-catching infographics. They will gain the know-how needed to promote a business and help it gain visibility online, using digital tools to simplify online posting and amplify its reach. They can take first steps toward being a maker, and fuel their future career.

Effort
8 hours

Online

Skill Points

https://rmit.libguides.com/library_creds/creating

High contrast Low contrast A A A SSSC homepage

Scottish Social Services Council

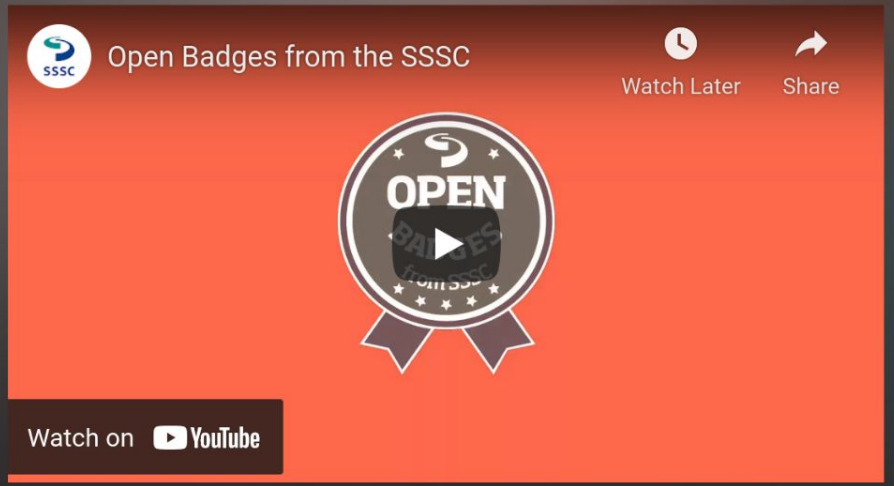
SSSC Open Badges

Home | Getting started | View all badges | Register for badges | Login

# Create a digital record of your achievements and skills

Open Badges are digital certificates recognising learning and achievement. If you can demonstrate that you've learned from materials produced by the Scottish Social Services Council you can earn an Open Badge.

Get started




https://www.badges.sssc.uk.com

Feedback

## 2. Using Social Services Knowledge Scotland (SSKS) to support your practice.

This Open Badge is awarded to people who explore further the Social Services Knowledge Scotland (SSKS) library of resources for the Social Services sector. You will learn how to search the library using an NHSScotland OpenAthens account.

## 1. An introduction to Social Services Knowledge Scotland (SSKS)

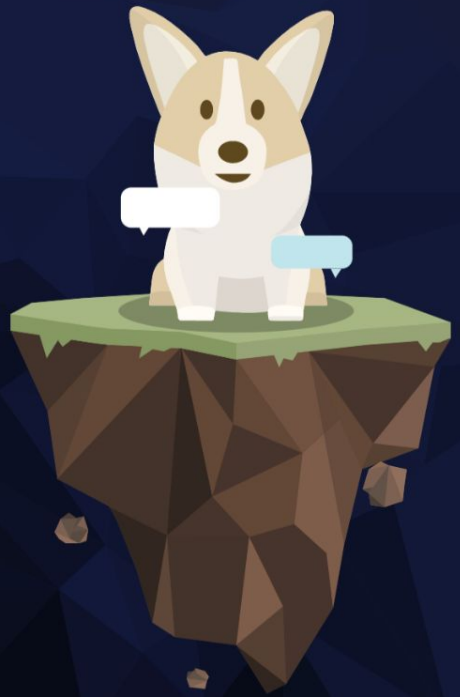
This Open Badge is awarded to people who explore the Social Services Knowledge Scotland (SSKS) library for the Social Services sector.

## Smarter Searching Skills

This Open Badge is awarded to people who attend an Information Search Skills webinar. The sessions typically last 1 hour and are delivered via webinar, using GoToTraining.

https://www.badges.sssc.uk.com

Feedback



BADGES AWARDS

# Free mini courses in subjects including social media

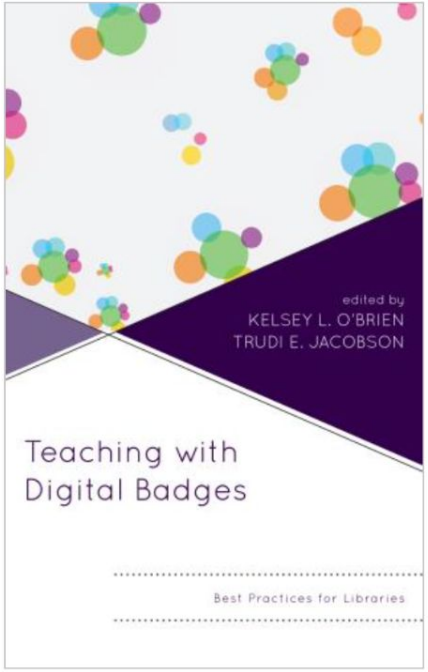
GET STARTED

I ALREADY HAVE AN ACCOUNT

FIND OUT MORE

https://idea.org.uk

Need Help?




# Teaching with Digital Badges

## Best Practices for Libraries

**EDITED BY** KELSEY O'BRIEN AND TRUDI E. JACOBSON

Digital Badges are gaining traction in the education landscape, and librarians have been some of the leading pioneers at the forefront of this exciting new frontier. This book provides examples of how badges are being used to enhance and invigorate the teaching and assessment of information literacy. Chapters provide inspiration for teaching librarians interested in:

- Providing an engaging experience for their students
- Gaining insight into this growing innovative technology trend
- Discovering how librarians are using badges to enhance their teaching
- Forming meaningful collaborations with faculty and teachers...

[>>]

Details Author TOC Reviews

Rowman & Littlefield Publishers

Pages: 246 • Trim: 6 x 9

| | |
|---|---|
| Hardback | $95.00 |
| Paperback | $47.00 |
| eBook | $4 |

https://rowman.com/ISBN/9781538104187/Teaching-with-Digital-Badges-Best-Practices-for-Libraries

JOURNAL

## Design principles for digital badges used in libraries

Rimland, Emily; Raish, Victoria

Routledge, Taylor & Francis Group
Journal of electronic resources librarianship. Volume 29:Issue 4 (2017); pp 211-220

Online access is restricted

TOP
SEND TO
VIEW IT
DETAILS
LINKS

### Send to

E-MAIL | PRINT | PERMALINK | CITATION | ENDNOTE | EASYBIB | REFWORKS | EXPORT RIS | EXPORT BIBTEX

### View It

https://discover.library.wales/primo-explore/fulldisplay?vid=44WHELF_NLW_NUI&docid=44NLW_LD%2F81055%2Fvdc_100056860649.0x000001

# DIGITAL BADGES

Badges are now available for some Mississippi State University Library workshops!

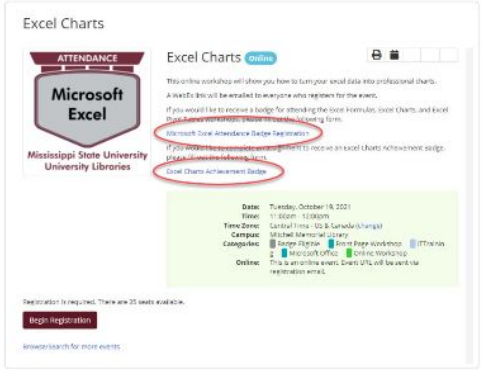
View a list of all Badge Eligible Workshops

## What are the Digital Badges?

Digital badges or microcredentials show off skills you have learned through attending our workshops and can be displayed on your website, social media, resume, or CV. Open Badges issued through Badgr contain metadata that ties the badge to a unique owner and contain information about what criteria was required to earn them.

Currently two types of badges are available: Attendance and Achievement. Attendance badges are available for those who attend several workshops in a series. Achievement badges can be attained by attending a workshop and completing an assignment after the course. Badges currently being offered can be found on the Libraries' Badgr page.

## Earn Your Badge!




https://www.library.msstate.edu/workshops/digital-badges

# Digital Badges

## How schools and libraries use them today

By Emily Rimland and Victoria Raish | May 1, 2019

The ability to

sets can help

https://americanlibrariesmagazine.org/2019/05/01/digital-badges

## Latest Library Links

13h Chelsey Roos writes: "Anecdotally, I have noticed changes in what and how the kids that come into my library are reading. I've had many more requests for phonics and sight reading books from caregivers. I notice more early elementary school students hanging out in the picture book section instead of the early readers and chapter book section. That isn't necessarily a bad

change. In older readers, I've seen a

BadgeCasestudy
Accredible

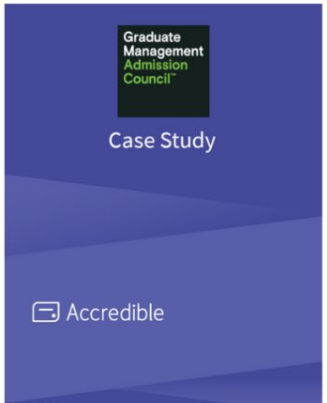
About | Case studies

SUBSCRIBE FOR UPDATES

Search for a case study

Filter: Industry | Topics | Choose a platform | Filter by year

45 results




## How GMAC Use Digital Credentials to Increase Visibility of their Admissions Institute for New Professionals Program

Author: Accredible

Date: April 14, 2021

## Understanding Digital Credentials Building Value from An Ecosystem Of Open Standards

Author: IMS Global

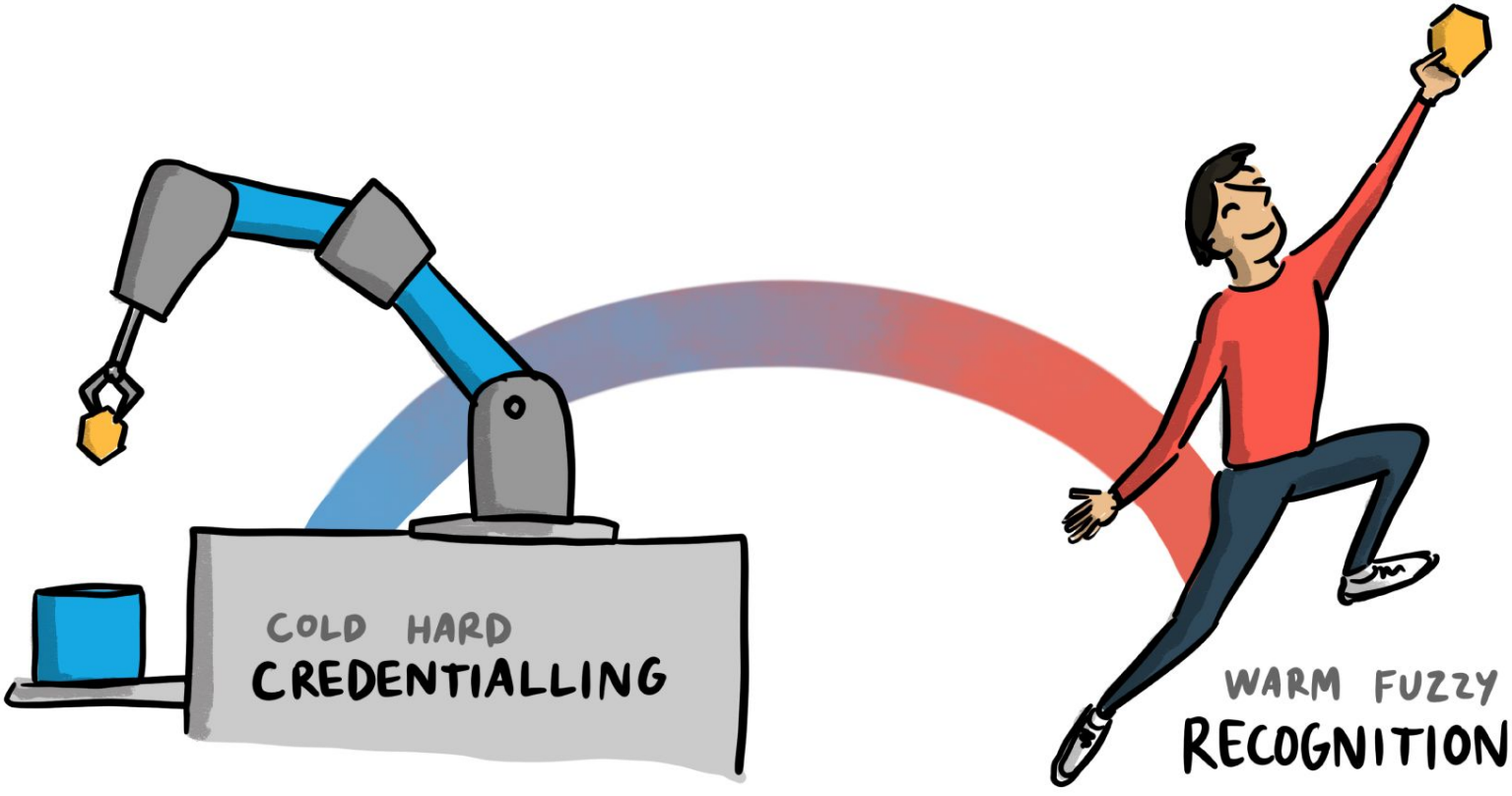
Date: Ma

https://badge-case.study

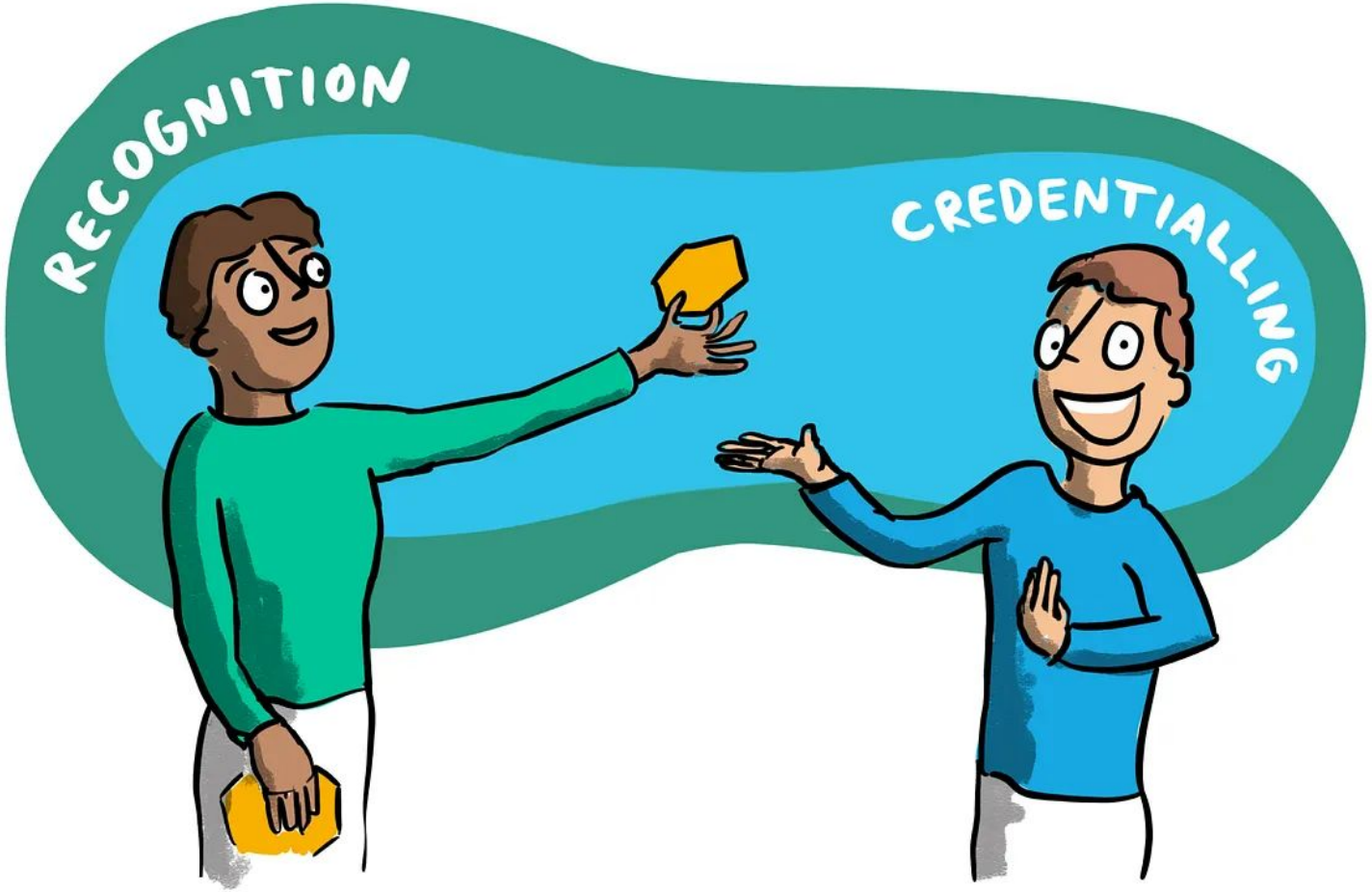
# CREDENTIALING VS. RECOGNITION

> Open Recognition is the awareness and appreciation of talents, skills and aspirations in ways that go beyond credentialing. This includes recognising the rights of individuals, communities, and territories to apply their own labels and definitions. Their frameworks may be emergent and/or implicit.

https://blog.weareopen.coop/what-is-open-recognition-anyway-9f38ec1f8629




WAO




WAO

Recognition vs Credentialing by Visual Thinkery for WAO is licenced under CC-BY-ND

CREDENTIAL

RECOGNITION

WAO

THOUGHT: DR DOUG BELSHAW

DESCRIPTIVE
PATHWAY

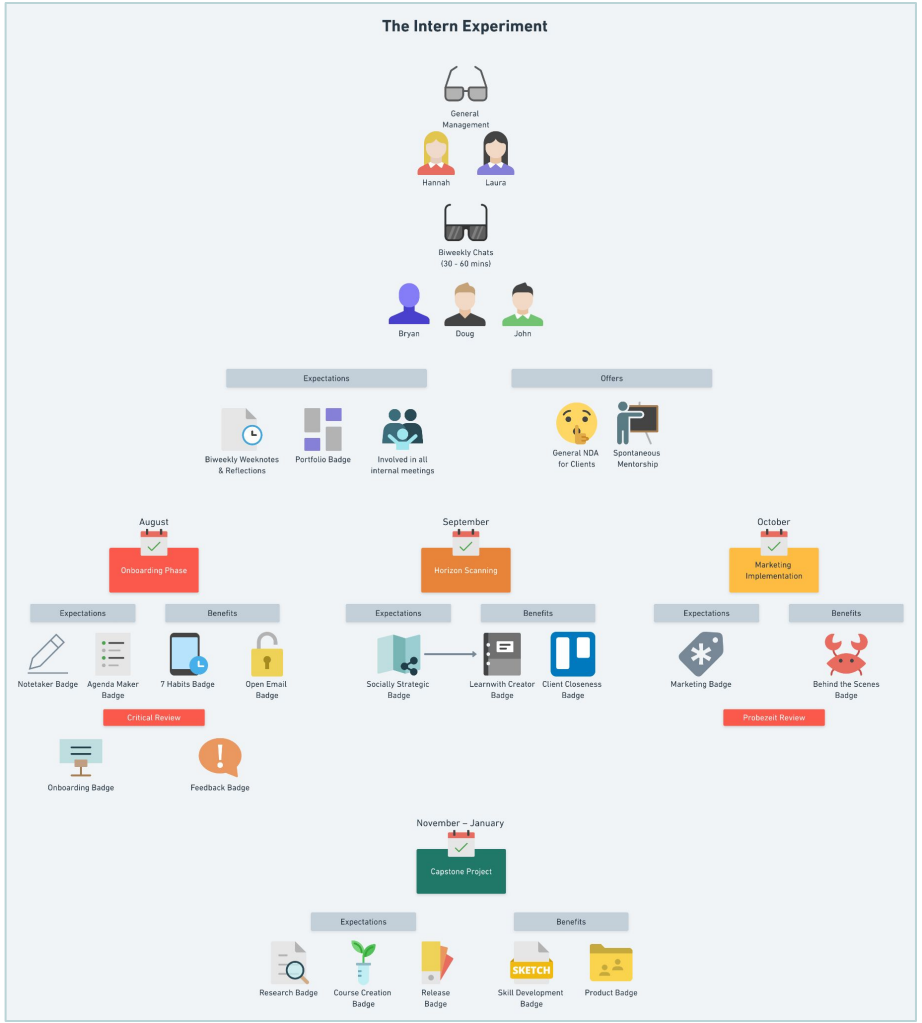
PRESCRIPTIVE
PATHWAY

@bryanMMathers

# THE IMPORTANCE OF CO-CREATION

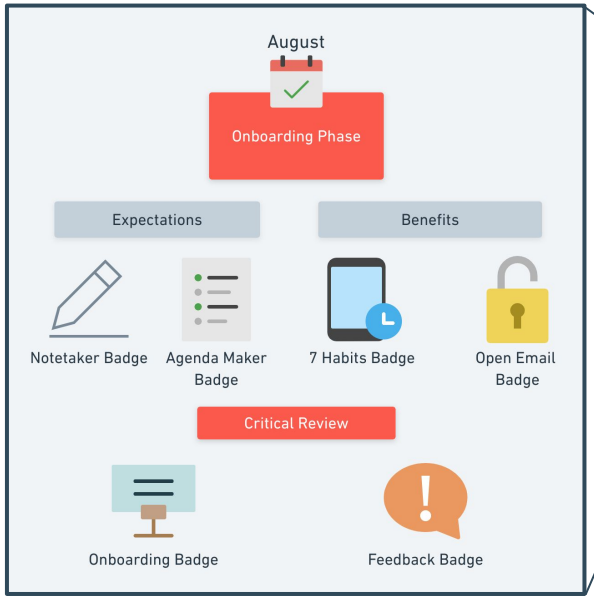
# Intern experiment

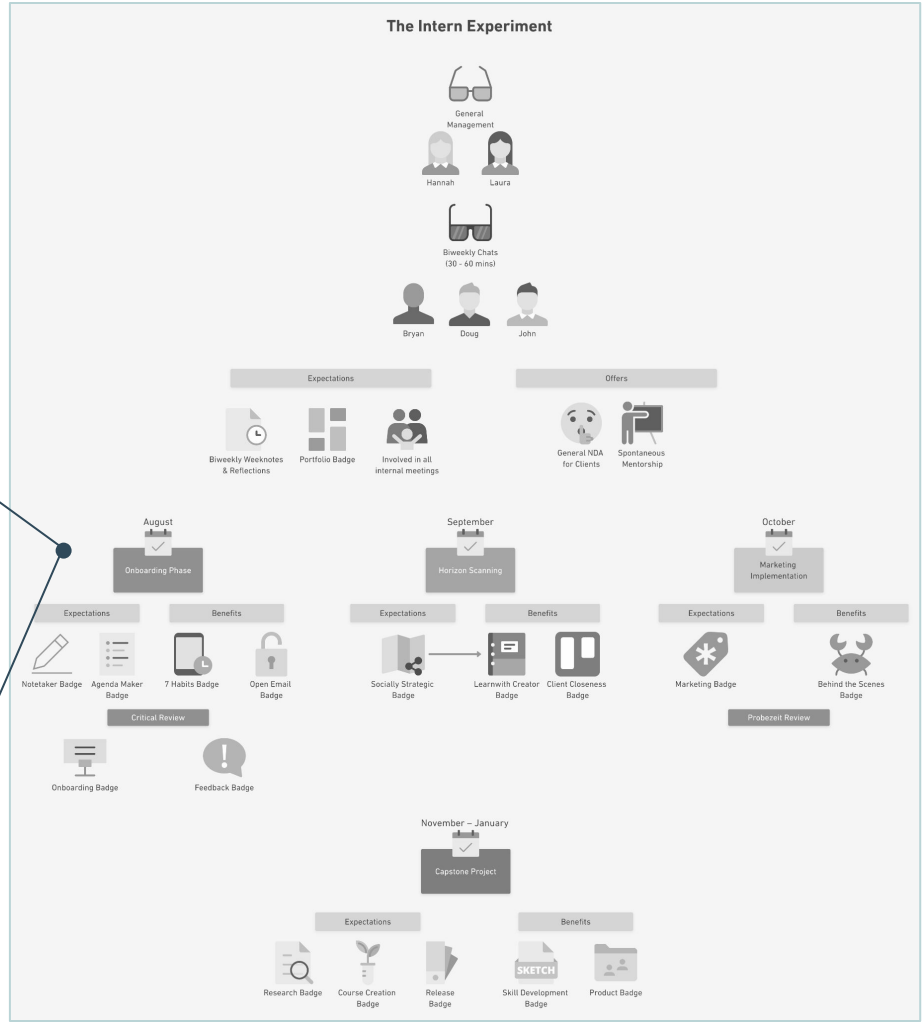
In 2021 we took on Anne as an intern in the middle of a pandemic. We designed a whole programme for her!



# Intern experiment

We'd never had an intern before, but we've got lots of badge design experience, so we... designed some badges!



# Intern experiment

As it turned out, those badges weren't very relevant, so we ended up co-designing badges we didn't even know would be useful!

## Shadow Jumping badge

**Description:** This badge is issued to people who have "gotten over themselves". This badge is issued to people who have messaged the entire organisation, commented on other people's work, written public blog posts and otherwise shown that they trust their own instincts and voice.

**Criteria:** The earner can self-assign this badge when they start to feel like a pa
organisation.

**Evidence:** Verification from a colleague that the earner is working openly

X

learn with
Feedback

Pick up
the Reins

X

(co-design)

Order &
Planning

Onboarding

Shadow
Jumping

# Backpack

Collect, organize and share the digital badges you've earned.

Learn More

Badges | Collections

## Badges

Add Badge

You've earned 13 badges from 2 issuers.

Search by badge name

Results Per Page 100 1 - 13 of 13

Group by issuer

### Missed by WAO Badge

**We Are Open Cooperative**

This badge is issued by someone who left their WAO colleagues hanging for some mental health purpose such as vacation, a day off, dormancy or just plum forgetting. Noun Project Icon by Symbolon: htt...

20.04.2022 Share

### Client Closeness badge

**We Are Open Cooperative**

This badge is issued to people who have joined client meetings and participated in them. After spending some time as a fly on the wall the earner took responsibility by facilitating the meeting and pa...

31.03.2022 Share

### Sociocracy badge

**We Are Open Cooperative**

The badge is issued to people who have joined the 6 h workshop on "Sociocracy 101" from Outlandish and understood the basic principles of Sociocracy and consent-based decision making https://outlandi...

31.03.2022 Share

### Learnwith MVP badge

**We Are Open Cooperative**

This badge is issued to people who have created a MVP of a WAO learning unit for the Learn with WAO platform. Part of the MVP is to create a concept, design and a successful implementation. Icon by ...

31.03.2022 Share

### Harmony Keeper

**Participate, Inc.**

This badge is issued to members of the Keep Badges Weird community who help keep community standards high and the KBW community a positive place to be!

15.03.2022 Share

### Whisky Test badge

**We Are Open Cooperative**

This badge is awarded to colleagues, collaborators, clients and partners who did not balk in the face of the "Whisky Test". Icon by Esteban Sandoval https://thenounproject.com/icon/whisky-617923/

08.03.2022 Share

### Shadow Jumping badge

**We Are Open Cooperative**

This badge is issued to people who have "gotten over themselves". This badge is issued to people who have messaged the entire organization, commented on other people's work, written public blog posts ...

24.01.2022 Share

### Learnwith Feedback badge

**We Are Open Cooperative**

This badge is issued to people who have worked through at least one of the online courses on learnwith.weareopen.coop. This badge is issued to people who have provided constructive, actionable feedbac...

24.01.2022 Share

### Onboarding badge

**We Are Open Cooperative**

This badge is issued after the first month of the WAO internship programme to signify the recipient has worked through the Intern Experiment trello board Icon from the Noun Project: Anchor by Dinosof...

24.01.2022 Share

### Order & Planning badge

**We Are Open Cooperative**

This badge is issued to a person who understands

### Pick up the Reins

**We Are Open Cooperative**

This badge is issued to people who took initiative

### Value Creator

**Participate, Inc.**

This badge is issued to members of the Keep

# Studying abroad at the University of Lapland

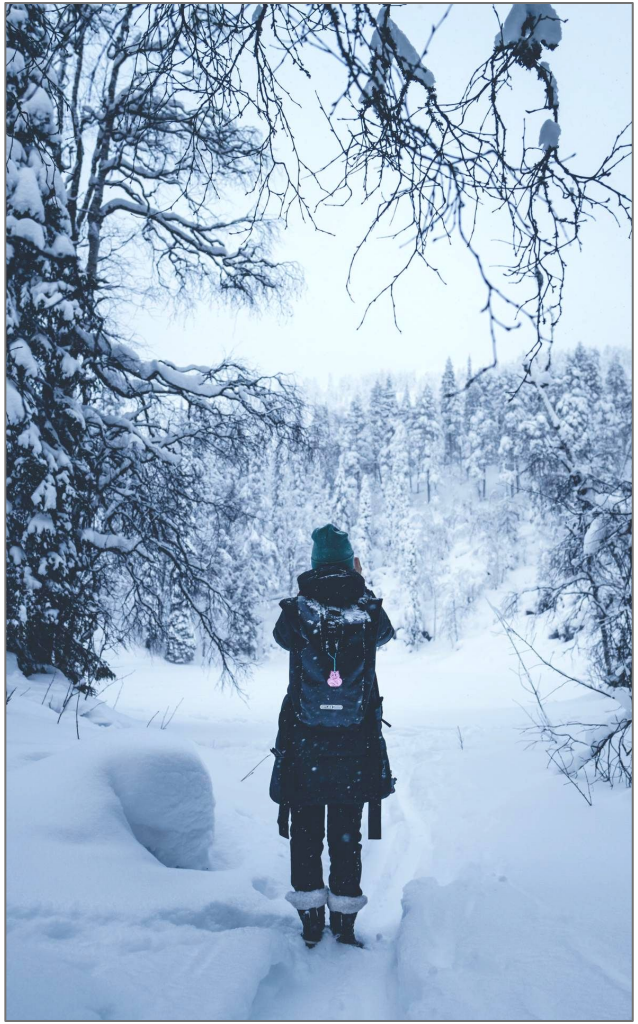
WAO
Experience
ONE SMALL LINE ON A LinkedIn PROFILE
ONE GIANT LEAP IN EXPERIENCE
VISUAL THINKERY

# Badges that she would like to have in her Finland backpack

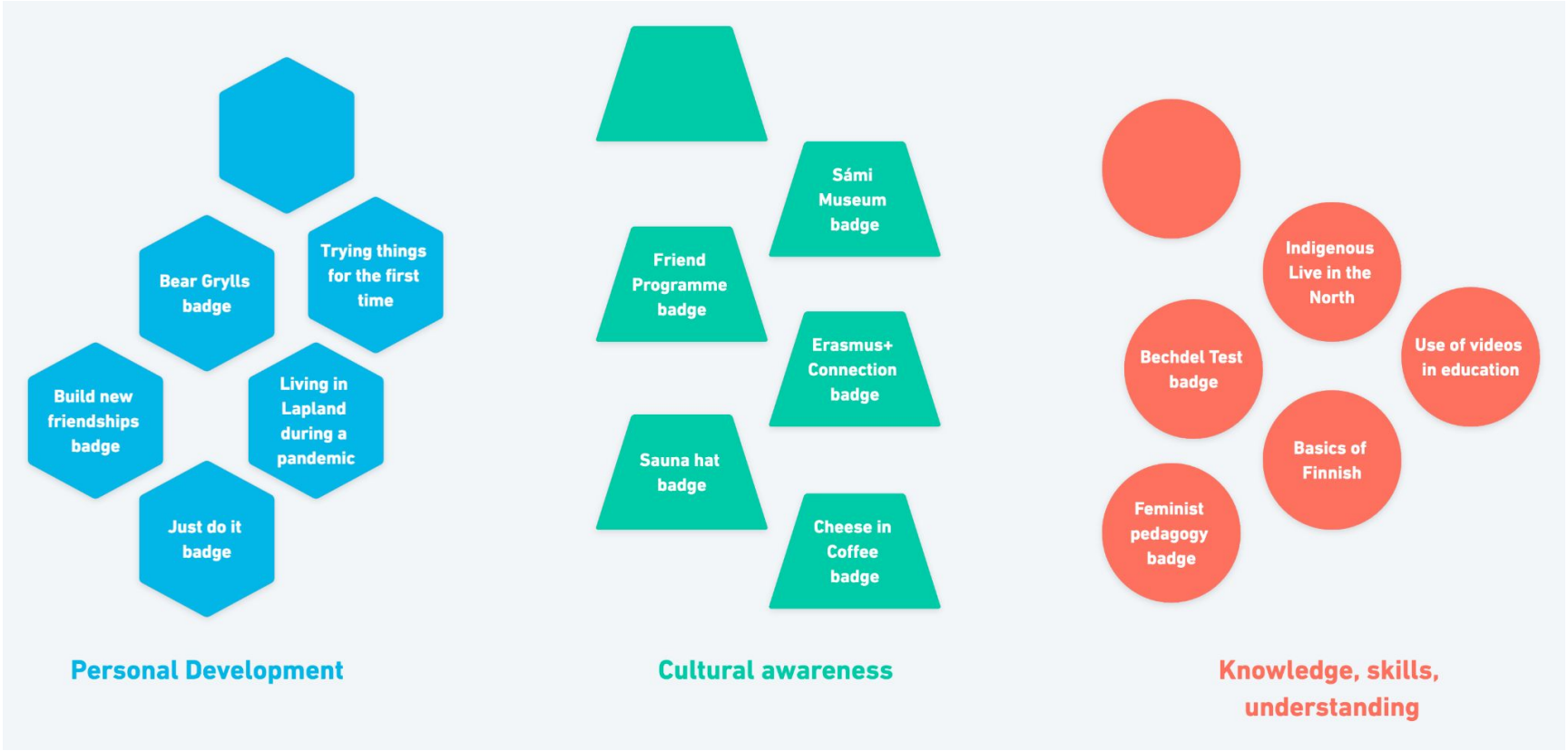
Personal development

Knowledge, skills, understanding

Cultural awareness



# Badges that she would like to have in her Finland backpack



THOUGHT: EDUCATION DESIGN LAB

# SOME ADVICE

## (12 YEARS IN!)

WAO

# DO

✅ Call them ‘digital credentials’ (or whatever works in your context)

✅ Add value to existing projects to help recipients

✅ Align with existing standards

# DON’T

❌ Just issue images (the metadata is important!)

❌ Create a ‘badges programme’ and expect anything to change

❌ Focus only on what works for you as the issuer

OpenLearn Home Free courses Subjects For Study For Life Help

# How to make the best of your digital badge

Published yesterday!

As OpenLearn prepares to issue its 250,000th digital badge, Dr Patrina Law reflects on their history and meaning to learners and how to make the best of earning one.

*Find out about The Open University's **Education courses.***

Digital badged courses, such as those on OpenLearn, have become a popular means of recognising achievement for learners, particularly in support of career development. Because they have been around for over ten years now, we know that they are used to recognise learning, to motivate, to provide a means of demonstrating professional development and to allow learners to showcase their unique strengths and interests.

But what does it mean to you, the badge earner, to have a digital badge these days?

## OpenLearn's impact

The OpenLearn website was launched in 2006 to be a platform for free learning resources in support of the Open University's (OU) commitment to its social mission. It now hosts thousands of articles, videos and several hundred courses, many of which issue digital badges.

The first UK lockdown in March 2020 saw an overnight five-fold increase in visitors to OpenLearn and by the beginning of 2022, OpenLearn celebrated the extraordinary goal of having served 100 million visitors since its launch in 2006. Now at the start of 2023, we are preparing to delivered our 250,000th digital badge.

> Badged courses have fulfilled a need for the recognition of informal learning

### Author

**Patrina Law**

I am Head of OpenLearn at the Open University where I specialise in e-learning strategy and outreach, researching and commissioning impactful free learning for adult learners across multiple platforms (OpenLearn.com, YouTube, Apple, ...

**View author profile** >

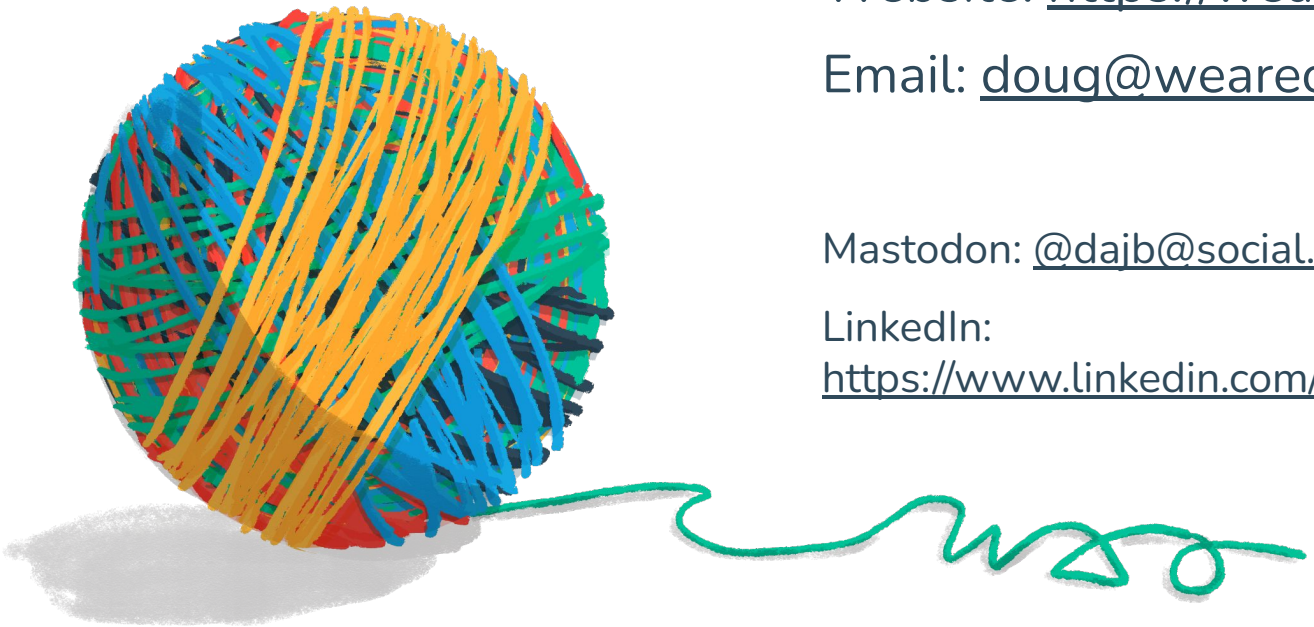
### Become an OU student

**BA/BSc (Honours) Open degree**

https://www.open.edu/openlearn/education-development/learning/how-make-the-best-your-digital-badge

Slides: https://bit.ly/3LAUWz7

# Get in touch!



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