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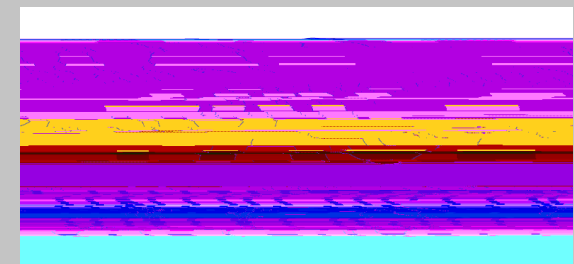


The badge metadata is the content you create to represent the badge, credential, certification, course, or designation. This information should describe what the earners are capable of doing after earning this badge, what they had to do to earn it, and why employers should care about it.



Badge metadata tells an outsider

- ¥ What the earner did
- ¥ Who said they did it
- ¥ What the earner can do as a result



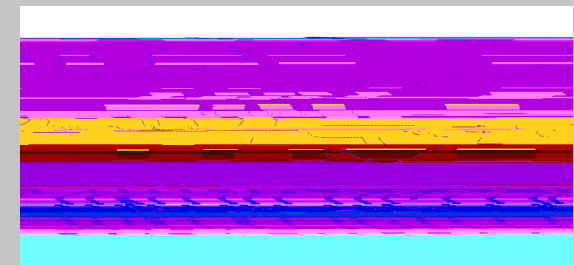
What is a badge-worthy achievement?

Badge-worthy if it's... Credly's badges should represent skills and outcomes that employers care about and that can be verified by an established set of criteria. Consider how your badge provides opportunities for earners.



Badges may represent:

- ¥ Certifications / Credentials
- ¥ Professional Development
- ¥ Technical Training



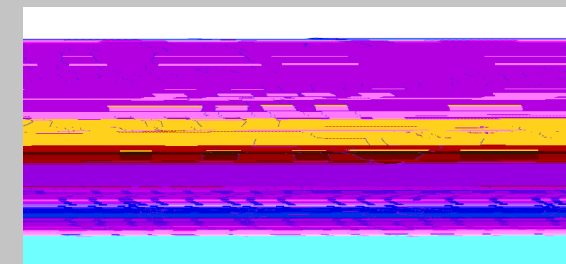
Badge Name

This is the name of the badge, course, credential or certification.

Considerations & Recommendations:

- ¥ Establish a consistent naming convention for all the badges you will develop. This will ensure that your badge program and credentials are recognizable in the marketplace.
- ¥ Determine whether you want the name of brand/ company in the title of each badge.

Badge Name Examples:



Badge Description

This is a 500 character or less description of the outcomes of this achievement. **This should articulate what the individual is capable of or competent in doing.**

- ✧ What is the badge earner capable of after earning this designation (or having the experience)?
- ✧ Do not use this space to give lengthy course descriptions or requirements for achieving the credential.
- ✧ Establish an organizing principle for the syntax of the badge description for each badge you design:
 - ✧ Consider starting the description as follows:
ÒEarners of this designation have demonstratedÉÓ
 - ✧ The second sentence could begin with:
ÒEarners are able toÉÓ

Example: Badge Description

Badge Description:

Competent in the basics of creating spreadsheets. Understands the Excel 2013 environment and how to sort data using the filtering and formatting tools. Familiar with worksheets, working with numbers, creating and saving spreadsheets, and formatting columns. Experience using the table and formula tools to create charts, lists and simple spreadsheets.



Badge Description:

Earners of the Microsoft Excel Specialist 2013 badge have a fundamental understanding of the Excel environment and the ability to complete tasks independently. They know and demonstrated the correct application of the principal features of Excel 2013. These candidates are able to create and edit a workbook with multiple sheets for a variety of purposes and situations.



6FKRRO RU 'HSDUWPHQW RI 2ULJLQ UHTXL

This is a UHTXLUHG ILHOG IRU WKH 6FKRRO RU 'HSDUWPHQW WKDW LV FUHDWLQJ WKH E

Badge Type (required)

This is a required field to specify the Badge Type:

- Credit: A Credit badge provides students with a credential to acknowledge skills, competencies, accomplishments, and the mastery of knowledge through selected Pace credit courses.
- Non-Credit: A Non-credit badge is tied to courses and/or experiential opportunities which cannot typically be applied to degrees.

%DGH 3URJUDP /HYHO (UHTXLUHG)

This is a UHTXLUHG ILHOG WKH %DGH SURJUDP OHYHO 8QGHUJUDGXDW *UDGXDW R
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3URJUDP 85 / (optional)

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Example V: Badge Skill Tags

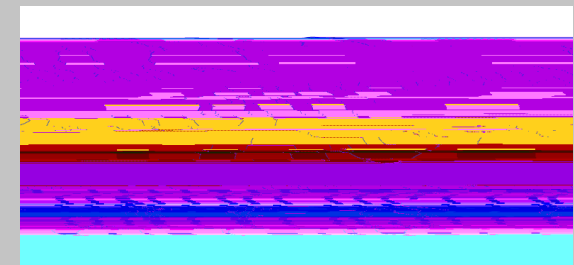
Skill Tags:

Creating A Document
Filter And Report Data in
Microsoft Excel
Spreadsheets
Cells



Skill Tags:

Microsoft Office 2013
Excel 2013
Excel Spreadsheet
Formulas And Functions
Data Analysis



Badge Criteria

This is a brief descriptive and visual representation of what the badge earner did to earn this badge. The list of criteria describes steps required for an individual wanting to pursue this credential.

- ¥ Utilize action verbs to denote the items needed for the earner to achieve this badge.
- ¥ Review the associated images with each thematic type in the pages that follow.
- ¥ Ask yourself: Did the earner have to complete coursework?

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Template Attributes

Template Attributes are UHTX metadata fields that allow you to indicate the achievement type, mastery level, average time commitment, and cost for each badge. They give more context to

Mastery Level



Foundational

Associate
Beginner
Foundations
Fundamentals
Level 1



Intermediate

Professional
Intermediate
Proficient
Level 2



Advanced

Specialist
Master
Mentor
Expert
Level 3

Time Commitment



Hours

Weeks

Years

Cost

Free

**Available at no cost
to the earners**

Free training course
Free webinar
Free MOOC

Paid

**Cost to the earner to
complete the requirements**

Training Course Registration
Exam Registration

Standards (optional)

This is an optional field that links to any relevant third-party external standards.

The optional Standards field



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