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BADGES

Why are we asking you for Badge metadata and what is it?

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, prospective employer or any other person:

- What the earner did

- Who said they did it

- What the earner can do as a result

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What is a badge-worthy achievement?

An achievement is badge-worthy if it's **resume-worthy**. 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

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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.**

Considerations & Recommendations:

- 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: "Earners of this designation have demonstrated…"

  - The second sentence could begin with: "Earners are able to…"

Some Questions to Ask:

- What special skills and knowledge are embodied by your credential?

- What are employers likely to value?

- What distinguishes the earner from those without this credential?

- What skills has the earner demonstrated in order to earn this badge?

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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.

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School or Department of Origin (required)

This is a required field for the School or Department that is creating the badge.

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.

Badge Program Level (required)

This is a required field to specify the Badge program level: Undergraduate; Graduate; or Continuing Education/ Professional Development.

Program URL (optional)

This is a link to the most relevant public web page about this particular certification or your general program or brand. Use this to your advantage with marketing.

Skills

These are concise (1-3 word) keyword phrases that describe general skills represented in this credential. Skills tags can link to labor market data. Skill tags allow viewers to quickly understand skills the person has either acquired or demonstrated.

Considerations & Recommendations:

- Determine roughly 6-10 primary skills earned or represented by this credential.

- Choose the most relevant keyword phrases that best represent this badge.

- These skill tags are what align your credential with the labor market data (job requisitions).

- Keep skill tag phrases to three words or less, generally. Lengthy skills tags result in unreliable results.

- Consider using Credly's algorithm which reads the Badge description and criteria to determine skills that might represent your badge. You can select those skills and add them to your template. Ask the Badging Administrative Coordinator for assistance.

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Examples: 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

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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.

Considerations & Recommendations:

- Utilize action verbs to denote the "checkmark" 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? Submit a capstone project? Pass a proctored formal exam? Accumulate 5 years of professional experience? Submit an application?

- Consider briefly describing each action that earners took in order to achieve this badge.

Instruction Method:

For Course Criteria: A required field to specify how the class is taught: Online/In-person/Hybrid and Synchronous/ Asynchronous

Optional URL:

- **Define criteria with URLs**: You may link to a relevant public URL for more information.

One more tip:

- **Keep it Simple**: Think about how outsiders will read this credential. Keep the language clear and simple. Avoid business jargon or too many details. A hyperlink to a longer explanation might serve you better.

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Example: Badge Criteria

Criteria Example:

- Add numbers in Excel 2013
- Basic math in Excel
- Create a chart
- Create a workbook
- Freeze or lock panes
- Understand and use cell references
- Use AutoFill and Flash Fill

Criteria Example:

- Complete required Microsoft Office Specialist - Excel 2013 training
- Score a passing grade on the Microsoft Office Specialist - Excel 2013 Exam

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Credly Platform Criteria Types

Application: Submitting or agreeing to a form, like applications for membership or agreement to conduct policies

Assessment: Passing a formal assessment or exam

Badge: Referencing another badge that has already been published on the Acclaim platform, such as an entry-level designation that is a criterion for a higher-level designation

Course: Completing relevant coursework in a formal classroom environment or self-study education

Credential: Earning a recognized professional or industrial credential (not academic)

Education Experience: Representing a diverse or significant educational experiences or event, such as graduating from a program

Member: Obtaining or maintaining membership with a professional organization

Other: Embodying any criteria type that may not be explicitly represented in the other types

Credly Platform Criteria Types Cont...

Participant: Participating in various events, such as conferences, summits, professional events, and more

Project: Creating or contributing to a significant individual or group project, such as a capstone project

Payment: Submitting one-time or regular payment for organization, assessment, or membership fees

Professional Experience: Representing duration of professional experience or specific types of experiences, such as internships

Portfolio: Preparing and maintaining a current portfolio of professional submissions

Schedule / Registration: Scheduling or registering for key events that relate to the badge

Presenter: Presenting at a conference, webinar, or other key event for a field or organization

Volunteer: Participating in volunteer events

Template Attributes

Template Attributes

Template Attributes are required 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 earners and readers of the badge.

Type: Learning

Level: Foundational

Time: Hours

Cost: Free

Additional Details

Customer Service Program for Students

Issued by Pace University

Earners understand, recognize the importance of and model best practices in customer service to promote success in on-campus positions. They will be able to: define and recognize the importance of customer service; identify customers and their expectations in a professional setting; identify and commit to Pace's Service Values and Standards; build communication skills; use service driven expressions; understand how mindset can impact service delivery; assist with difficult customer situations.

Skills

| Adaptability And Flexibility | Customer Service | Customer Service Standards | Initiative |
| Oral Communication | Problem Solving | Professionalism | Tactfulness | Work Ethic |

Earning Criteria

Completion of 3 synchronous online modules with activities; each module is 90 minutes. Module 1: Service Values; Module 2: Customer Service Communication; Module 3: The Service Mindset

Achievement Types

Experience

**Not Measured
Unstructured Passive Learning**

Events/Conferences
Participation
Membership
Volunteering
Recognition
Projects
Hackathons

Learning

**Not Measured
Structured Learning**

Self-Led Learning
Soft Skills
Professionalism
Competencies
Product Knowledge

Validation

**Measured and
Validated Learning**

Learning + Assessments
Portfolio/Evidence
SME Reviews / Peer Review
Certificate Programs

Certification

**Industry Recognized or
Validated Achievement**

Credentials
Industry Certifications
License

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	**Days**	**Weeks**	**Months**	**Years**
Example: Expected Completion 4 hours	Example: 2 day course	Example: Multi-week webinar series	Example: Multi-month professional development program	Examples: 1 year program 2 years of professional experience

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 supports multiple entries that link to 3rd party standards related to this achievement. This can be used to indicate adherence to ISO/ANSI standards, educational standards, company policies and standards, institutional commitments or value statements, accreditation, professional license requirements, etc. HTTPS://

Recommendations (optional)

This appears as a next step that's specific to earners of this badge. A recommendation can be either another badge in your program (if they're sequential or closely related) or it can be a URL to an external website that provides a next step for these earners. Only the earner will see the recommendations, not outsiders looking at the badge. Think about the question: What should earners do after they receive this badge?

Examples of a recommendation:

- A promotional offer or discount code

- Another Badge

- Learning materials

- Link to an event

- Survey

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