

Five Quick Ways to Boost Performance with Digital Badging

Pat Leonard, VP of Partnerships & Business Development, Credly

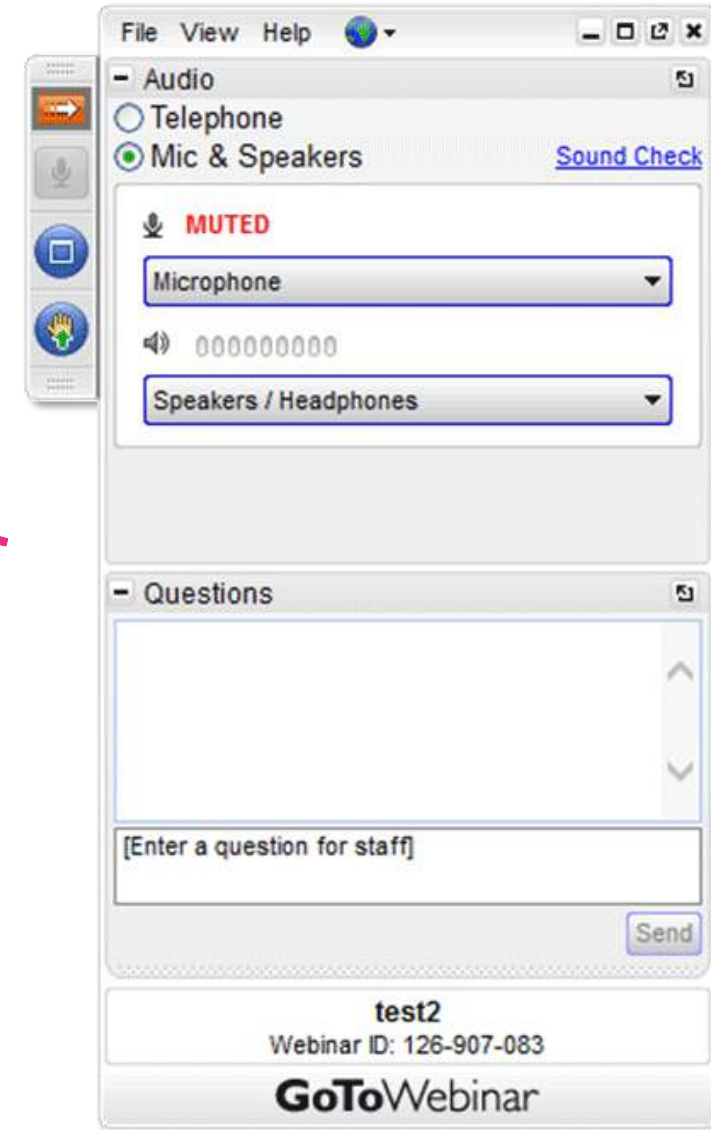
Brian McNamara, Product Manager for Customer Engagement, Questionmark



To ask questions,
use the “Questions”
feature

Watch for an email after the webinar:

- Download slides (PDF)
- View a recording



Presenters

Pat Leonard, Credly

Pat Leonard is Vice President of Partnerships & Business Development at Credly. She is a multi-faceted online learning professional with a current emphasis on partnership development, sales, project management, and helping Credly's partners and clients implement effective and engaging digital credential programs.



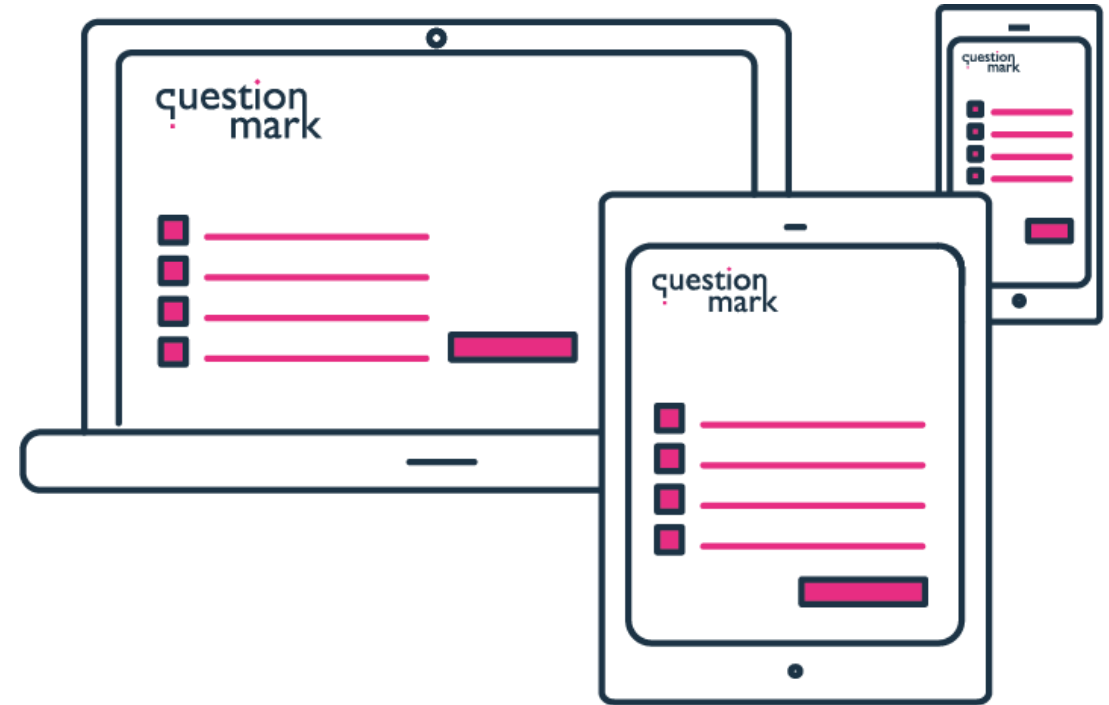
Brian McNamara, Questionmark

Brian McNamara is Product Manager for Customer Engagement at Questionmark and has more than 20 years of experience working with organizations that serve the needs of training, education and assessment professionals.



Agenda

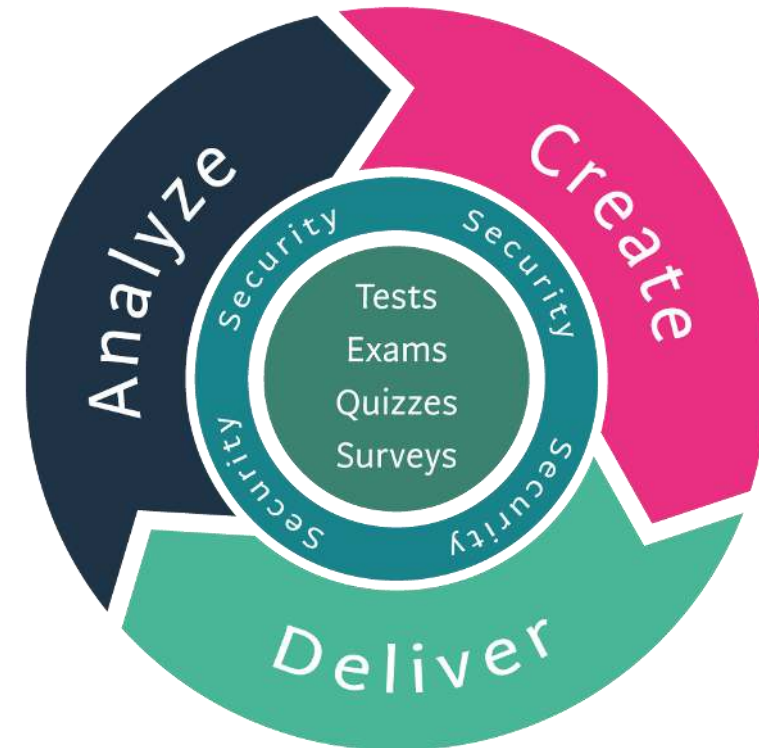
- Introductions
- Applications and benefits of badging
 - Five ways digital badging enhances performance
 - Use cases
- How it works
- Combined solution -
 - Valid and reliable assessments - the foundation of quality badging program



About Questionmark

Background

- Founded in 1988
- Part of the Learnosity Group
- Assessment solutions to measure knowledge, skills, abilities and attitudes securely for certification, regulatory compliance, workforce learning, sales-force readiness and higher education
- ISO/IEC 27001 Certified (Learn more: www.questionmark.com/trust)



- *Questionmark OnDemand*
- *Questionmark OnDemand for Government*
- *Questionmark OnPremise*

Assess knowledge, skills and abilities for...



Workforce learning



Talent Management



Regulatory Compliance



Sales/Technical
Expertise



Certification &
Credentialing



Higher Education

Credly is the Authority on Verified Skills

Credly is the network of choice where **2,000+** certification, assessment, and training providers issue their credentials with **49 million+** badges issued on the platform.

- **Administer:** design, issue, manage, and monitor all aspects of your credentialing, certificate, or badge program.
- **Assess:** track, report and analyze digital award utilization with enhanced analytics dashboards and exportable data
- **Connect:** earners control access to opportunities via robust social media share tools, transcript function, links to labor market insight and job postings and recommendations for next step, cert, course.
- **Brand:** protect use of your org identity, assure accurate communication of what your credential means, benefit from every credential earner being your brand ambassador. Credly's best-in-class security and privacy features make your product and data secure.

Credly - The Common Language of Verified Skills

Credly is the end-to-end solution for creating, issuing and managing digital credentials. Thousands of organizations use Credly to recognize achievement.

The Credly Story





— a Learnosity company —

Applications, Benefits & Use cases

5 ways digital credentialing enhances performance

Paper Certificate

- Well understood
- Can put on your office wall
- Cannot be taken away once granted
- Used to be hard to forge but digital printing now makes forging easy

Digital badge

- Skills Visibility
- Employee Engagement
- Workforce Analytics
- Talent Mobility and Planning

5 ways digital badges can boost performance

Show competency

- Customers, suppliers, and partners can see that a business's people are competent and reliable.
- Motivate learners to complete learning by recognizing achievements, big and small

Demonstrate compliance

- Customers, suppliers, and partners are aware that a company and its people can be trusted.
- Can be time-bound to align with re-certification cycles

Map skills

- Badges enable firms to map their people according to expertise, providing insight into the skills their people have and what skills or training they may need.
- Signpost learning and professional development pathways

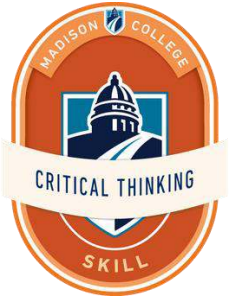
Recruit and retain the best

- Badges that demonstrate employer training on diversity and inclusivity can help recruit and retain the best people
- Provide verifiable evidence of prerequisites

Build brand

- When people share their employer's badge on their profiles or social media, it helps the business to reach new audiences, increase awareness, and build brand

Benefits of Digital Credentials



Make data-driven decisions

Team staffing
Talent deployment

Recognize talent

Create a culture of recognition

Connect earners with opportunities

Relevant jobs
Labor market insights

Engage employees

Increase employee retention

Build brand identity

Reduce credential misrepresentation
Increase marketing impressions

Increase training volume

Increase revenue, enrollment, completion

Manage compliance

Ensure your workforce has the right skills

Add value to credentials

Reduce customer churn
Validate partners



Experience

**Not Measured
Unstructured
Learning**

Events/Conferences

Participation

Membership

Volunteering

Projects

Hackathons



Learning

**Not Measured
Structured Learning**

Self-Led Learning

Soft Skills

Professionalism

Competencies

Product Knowledge



Validation

**Measured
Validated Learning**

Learning + Assessment

Portfolio/Evidence

SME Review/Peer
Review



Certification

**Measured
Validated
Achievement**

Credentials

Industry Certification

Certificate Program

License

Key Market Trends

Demand for machine-readable, actionable data about employees and learners



Portable, verified digital credentials

89%

Engagement a priority

89% HR pros: a recognition system at work improves the employee experience. Lifts productivity & bottom line

#1

Millennials

Almost 75% of workforce, they rank learning & growth #1 at work.

70%

Skills-based hiring

Reduces cost-to-hire by 70%, and time-to-train by 50%. Companies organizing around skills, not job titles.

85%

Lack of trust

85% of employers found a lie or misrepresentation on a resume or job application.

43%

Gigs & freelancing

43% of workforce by 2020 will be free agents, means greater needs for trusted skills history.

51%

Skill-based learning

51% employers already moving to competency-based microlearning.

IBM Generates Results

The Power of Digital Credentials

Increased Course Enrollments

Course enrollments in IBM-badged online courses increased 125%

Increased brand exposure

IBM garnered 200M+ social media impressions, worth \$39,000/month in digital marketing value

Employability

92% of badge earners say the badge verifies job skills

Increased engagement

87% of IBM badge earners feel more engaged with IBM and are motivated to learn more

Product Downloads

64% direct increase in product trial downloads.

Course Completions

Course completions of IBM-badged online courses increased by 694%

Autodesk

CAREER BENEFITS EXPERIENCED BY AUTODESK DIGITAL CREDENTIAL EARNERS



*According to a 2019 survey of Autodesk digital credential earners



— a Learnosity company —

How it works

Digital badges must be credible to be a valuable reward

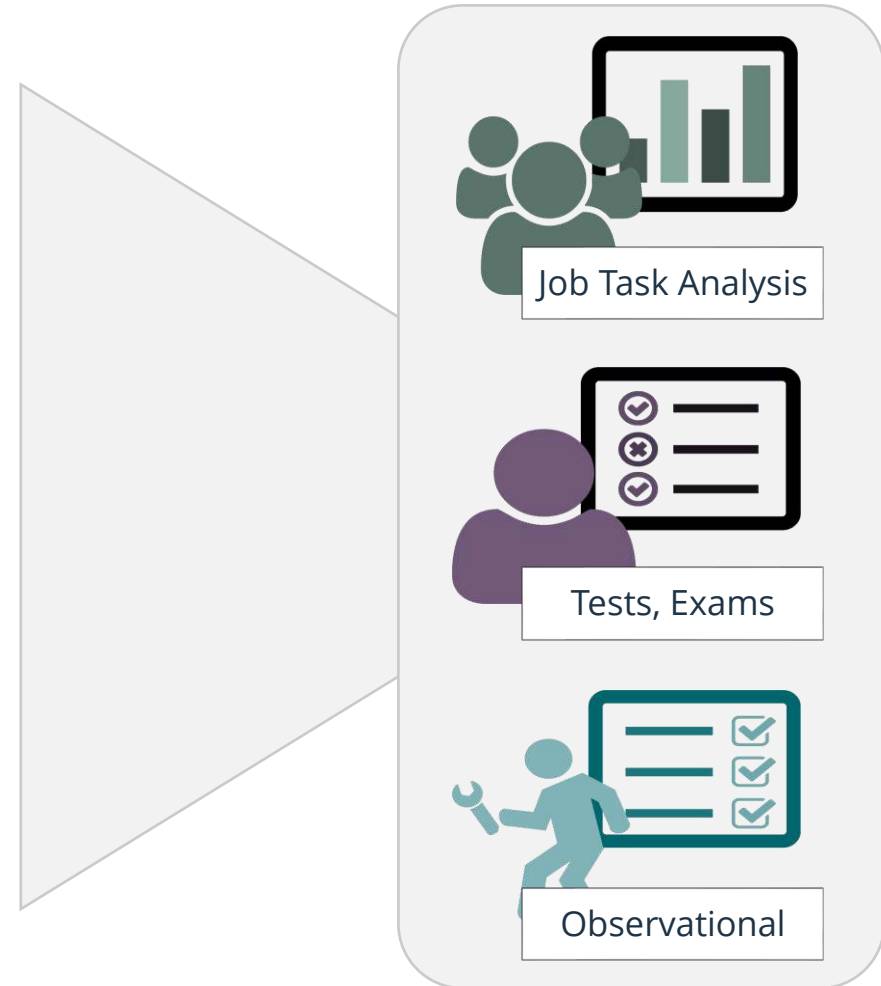


Criteria for earning badge criteria should be transparent and clear

Badge allocation processes should be valid, reliable and fair



Badge tied genuine achievement is more valuable to the earner



Job Task Analysis (JTA) Surveys: Participant View

1 of 4

Review and rate the **applicability**, **difficulty**, **importance** and **frequency** the following **tasks** performed by the **Food Service Manager** job role.

	Applicability			Difficulty						Importance						Frequency			
	Do Task	Supervise Task	N/A	Very Easy	Easy	Neither Easy or Difficult	Difficult	Very Difficult	N/A	Not Important	Somewhat Important	Important	Very Important	Extremely Important	N/A	Daily	Weekly	Monthly	Quarterly
Keep records required by government agencies regarding sanitation or food subsidies. ✓	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Investigate and resolve complaints regarding food quality, service, or accommodations. ✓	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>									<input type="radio"/>	<input type="radio"/>
Maintain food and equipment inventories, and keep inventory records. ✓	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>									<input type="radio"/>	<input type="radio"/>
Monitor food preparation methods, portion sizes, and garnishing and presentation of food to ensure that food is prepared and presented in an acceptable manner. ✓	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>									<input type="radio"/>	<input type="radio"/>
Schedule and receive food and beverage deliveries, checking delivery contents to verify product quality and quantity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey SMEs about key tasks

How Difficult?
How Important?
How Frequent?
How Critical?

Exam Blueprint Example

Cognitive Levels
(Questionmark meta tags)

			Cognitive Level											
Content	Weight	# Items	Remember		Understand		Apply		Analyze		Evaluate		Create	
Ingredients	50%	50	to list three ingredients in a PB&J		to explain the flavor and texture profiles of ingredients in a PB&J		to find the required ingredients at a grocery store		to differentiate between unlabeled jars of crunchy PB and creamy PB		to contrast the ingredients used in a PB&J and a Velvet Elvis			
			Weight	# Items	Weight	# Items	Weight	# Items	Weight	# Items	Weight	# Items	Weight	# Items
			25%	12-13	25%	12-13	25%	12-13	15%	7-8	10%	5		
Assembly	30%	30	to list the order of ingredients in a completed PB&J		to explain potential problems that arise when assembly is not done properly		to prepare a PB&J, given the ingredients and kitchen tools		to identify PB&Js that have been assembled incorrectly		to explain what steps might have been done incorrectly, when given an incorrectly assembled PB& to review			
			Weight	# Items	Weight	# Items	Weight	# Items	Weight	# Items	Weight	# Items	Weight	# Items
			40%	12	30%	9	10%	3	10%	3	10%	3		
Presentation	20%	20	to describe principles of proper PB&J presentation		to predict if a customer will be able to eat a PB&J without getting sticky fingers, given a presentation scenario		to remove crusts and cut PB&J at various angles							
			Weight	# Items	Weight	# Items	Weight	# Items	Weight	# Items	Weight	# Items	Weight	# Items
			50%	10	20%	4	30%	6						

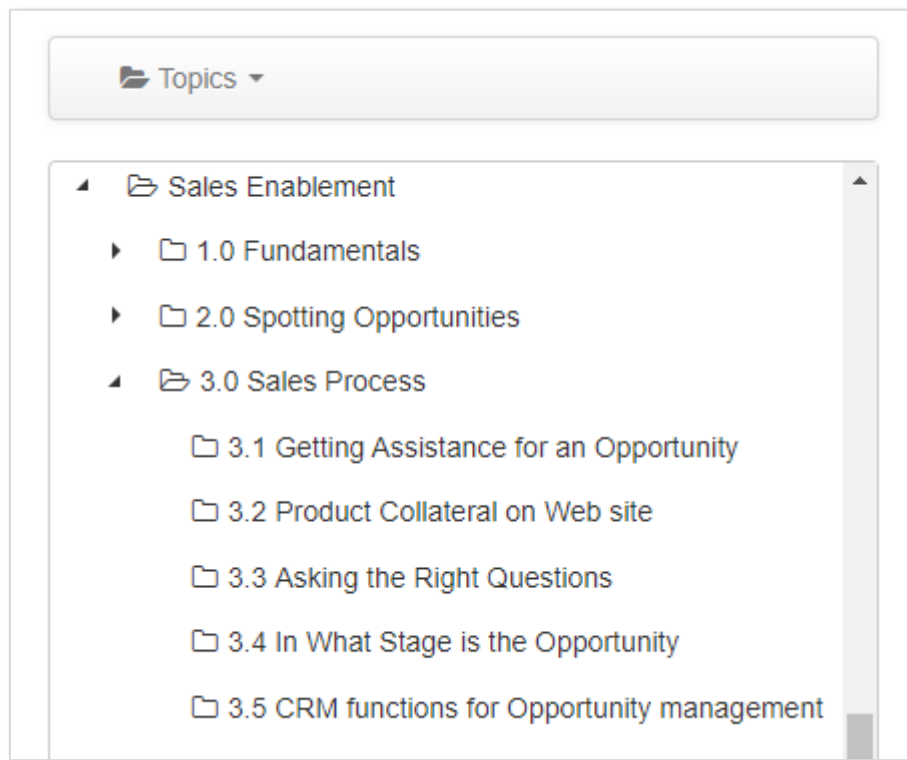
Content
(Questionmark Topics)

Weight on
assessment

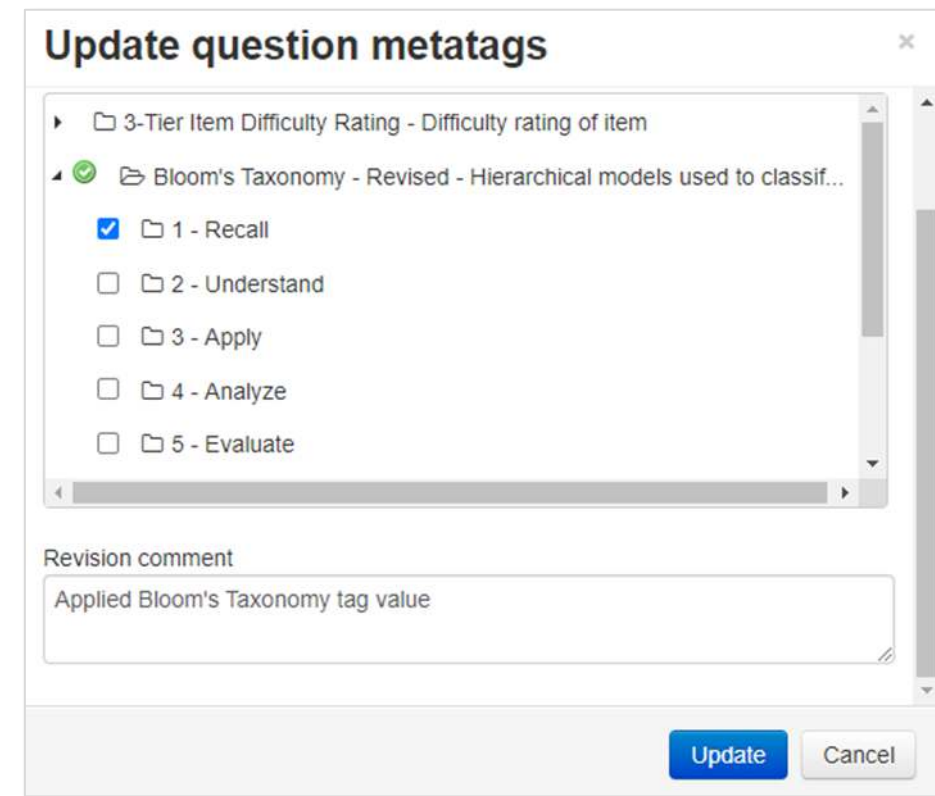
Processes
(i.e. Learning Objectives)

Questions organized by topics and meta tags, aligned with exam blueprint

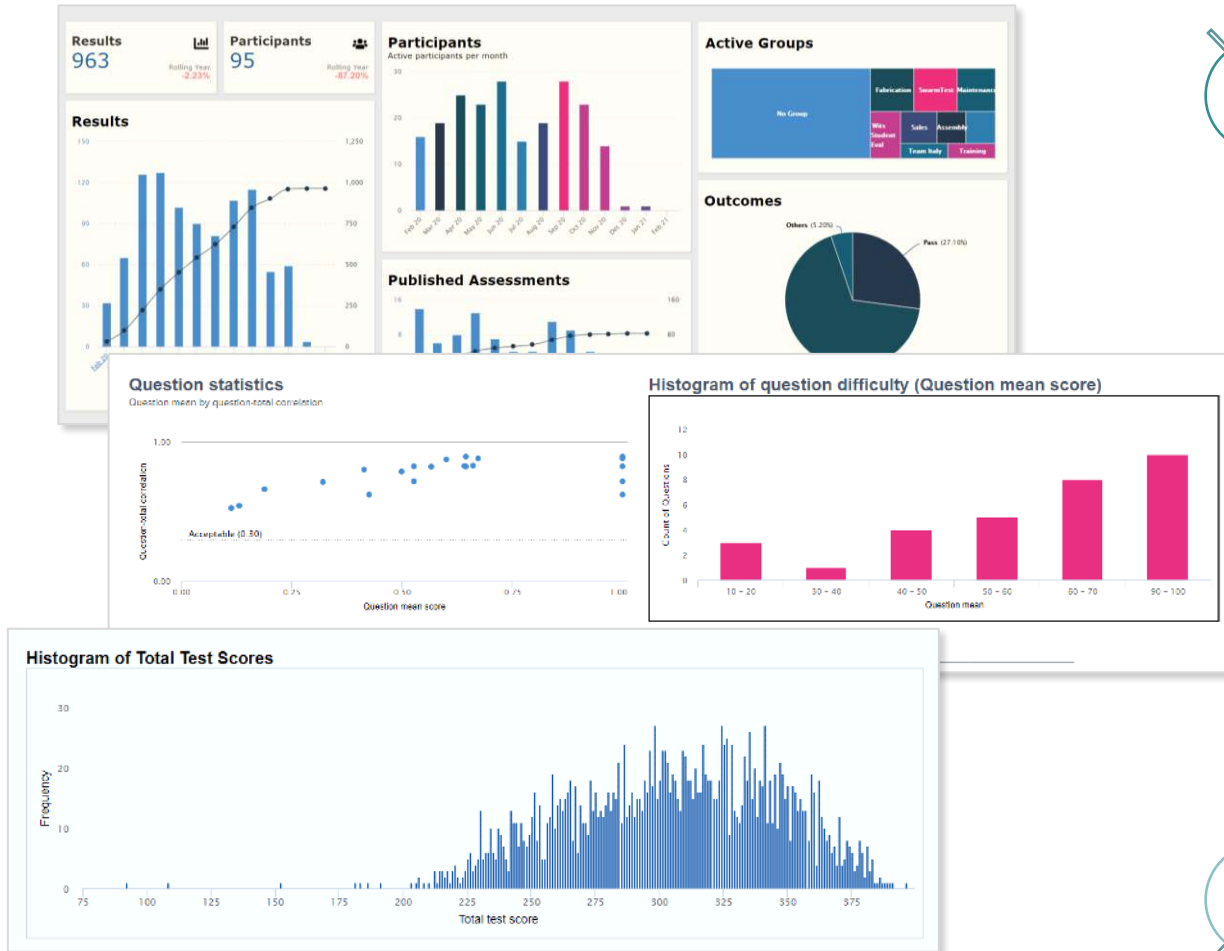
Topic Structure



Meta tags



Timely reporting to inform stakeholders, ensure defensibility



How did participants do on the test?

How did participants perform compared to others, or to benchmarks?

What are the pass/fail rates?

Is my exam content aligned with program objectives?

Are my questions too easy or too hard?

What is the psychometric quality of the test/exam?

Is there evidence of cheating?

Digital Credentials

Portable. Verified. Data-Rich.

- Extensive Metadata
- Easily Shareable



Custom
Badge
Design

Earning Criteria

Verified Issuer

Skills Tags

Adobe Certified Expert - Premiere Pro CC

Issued by [Adobe](#)

The Adobe Certified Expert (ACE) certification requires in-depth knowledge of design elements when preparing video, editing video sequences, refining the visual and audio portions of a project, as well as experience with Adobe Media Encoder and editing in a professional environment. This badge is no longer actively being issued, but it is still a valid certification.

Skills

Adobe, Adobe Media Encoder, Adobe Premiere Pro, Video Editor, Documentary Director, Movie Design, Movie Editing, Audiovisual Editing, Stereoscopic 3D

Earning Criteria

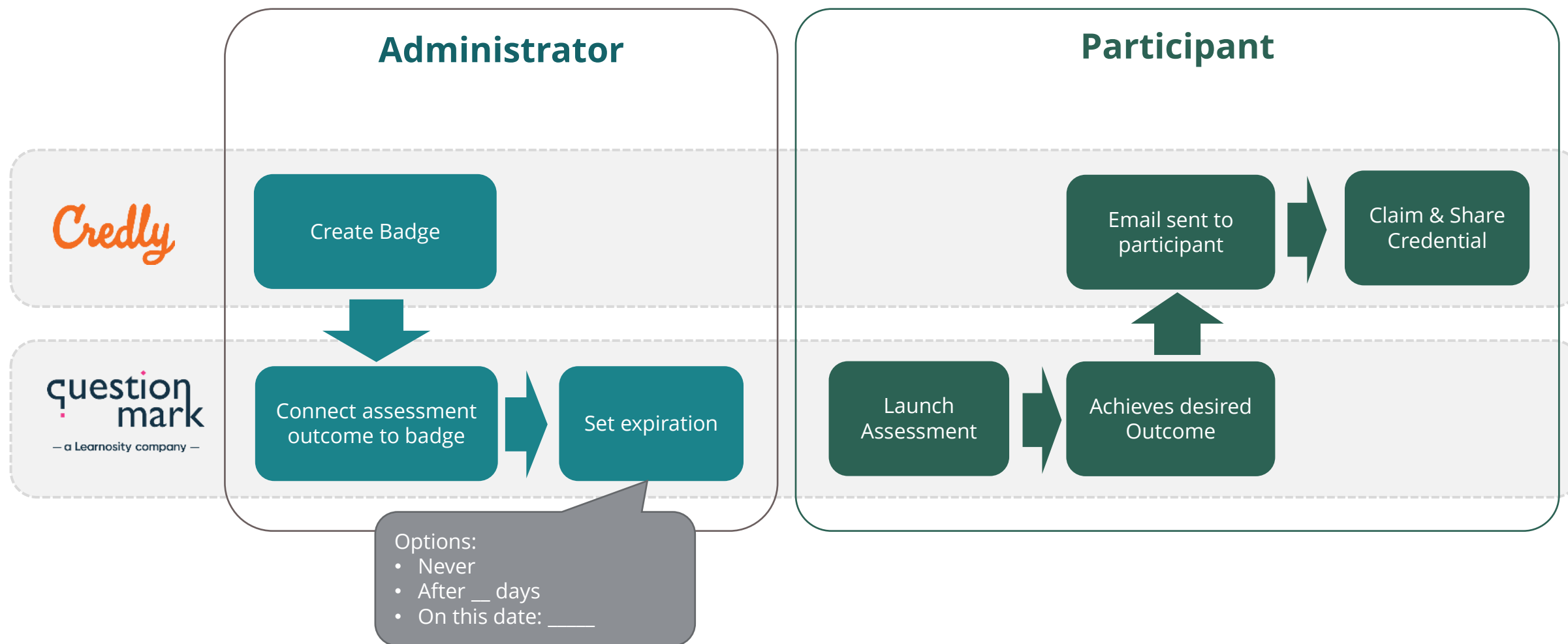
- Complete an Adobe Premiere Pro CC training course or self-study training
- Acquire a minimum of 3 years' experience with Premiere Pro CC
- Pass the Adobe Certified Expert Exam: Video Communication Using Adobe Premiere Pro CC

Insights

TOP JOB TITLES	POSTINGS
Graphic Design	86 >
Virtual Communication Marketing Management Intern	53 >
Video Making Editing	44 >
Video Editor	36 >
IBM Corporate Communications Video Specialist	20 >

Show More

How it works



Create and publish badge via Credly

The image shows two overlapping screenshots of the Credly web interface. The background screenshot shows the 'Badges' management page with a table of existing badges. The foreground screenshot shows the detailed view of a badge named 'Demonstrator'.

Badges Management Page (Background):

- Header: Credly, Questionmark (See Profile)
- Left Sidebar: Badges (selected), Analytics, Developers, Preferences
- Section: Badges
- Tabs: Templates (selected), Earners, Recommendations, Collections, Issue
- Search: Search
- Buttons: Create Template
- Table: Showing 1-2 of 2

Name	State	Updated	Issued
Demonstrator	Published	27 Jan 2022	108
New badge to test expiry	Published	18 Jan 2022	1

Demonstrator Badge Details (Foreground):



- Header: Credly, Questionmark (See Profile)
- Section: Badges > Templates
- Badge Name: Demonstrator
- Template ID: d8427f40-5010-4fa1-9579-eca95138e156
- Buttons: Issue, ...
- Issued by: Questionmark
- Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
- Skills:
 - Product Demonstration Skills
 - Zoom Basics
 - GoToMeeting
 - Microsoft Teams
 - Excel
 - Speaking
 - Critical Thinking
- Criteria:
 - ☒ Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute
- Additional Details: [Additional Details](#)

Copy badge ID from Credly



The screenshot shows the Credly interface for a badge template named 'Demonstrator'. The left sidebar contains navigation links: 'Questionmark' (with a sub-link 'See Profile'), 'Badges' (selected), 'Analytics', 'Developers', and 'Preferences'. The main content area has a breadcrumb 'Badges > Templates' and the title 'Demonstrator'. Below the title are tabs for 'Details', 'Insights', 'Settings', and 'History'. The 'Details' tab is active, showing the 'Template ID: d8427f40-5010-4fa1-9579-eca95138e156'. To the right of the ID are an 'Issue' button and a menu icon. Below the ID is a badge preview showing a laurel wreath and a 'Certified' ribbon. To the right of the preview is the text 'Issued by: Questionmark' and a paragraph of Lorem Ipsum text. A large pink arrow points from the left towards the Template ID field.

Select assessment to associate with badge

Select an assessment:

 Update Badge  Remove Badge

Assessment	Badge ID	Badge Expires	Last Modified	Author
Observational test 001			2021-12-14T16:36:09Z	Brian McNamara
PIT Training Test - Forklift Operation			2021-02-08T19:18:53Z	Brian McNamara
PIT-Forklift Operation Badge Test			2021-12-09T14:34:42Z	Brian McNamara
Provisional Outcomes			2021-11-29T17:39:01Z	Brian McNamara
Questionmark Conference Session Evaluation			2020-06-01T15:54:11Z	Brian McNamara
Questions in Demonstration Folder			2019-10-02T07:34:01Z	400467
Round the world			2015-10-07T14:31:41Z	400467
Round the world quiz			2021-08-16T14:37:26Z	Brian McNamara
RPT-demo Forklift Operation 1			2020-11-06T16:31:48Z	Brian Admin
Survey Matrix - scored			2020-05-04T18:54:52Z	Brian McNamara
Survey Matrix 9x10			2020-05-28T08:39:00Z	Brian McNamara

 1  100 items per page

Showing 1 to 40 of 40 entries

Associate a badge with a specific assessment outcome

Select an assessment:

Update Badge Remove Badge

Assessment

- Observational test 001
- PIT Training Test - Forklift Operation
- PIT-Forklift Operation Badge Test**
- Provisional Outcomes
- Questionmark Conference Session Evaluation
- Questions in Demonstration Folder
- Round the world
- Round the world quiz
- RPT-demo Forklift Operation 1
- Survey Matrix - scored

Update Badge

Update badge ID for PIT-Forklift Operation Badge Test:

Assessment outcome:

External User ID:

Expire Badges:

☐ Never

☒ After (days):

☐ On:



Badges issued today will expire on 27 Jan 2023

Last Modified	Author
2021-12-14T16:36:09Z	Brian McNamara
2021-02-08T19:18:53Z	Brian McNamara
2021-12-09T14:34:42Z	Brian McNamara
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Showing 1 to 40 of 40 entries

Badge associated with assessment

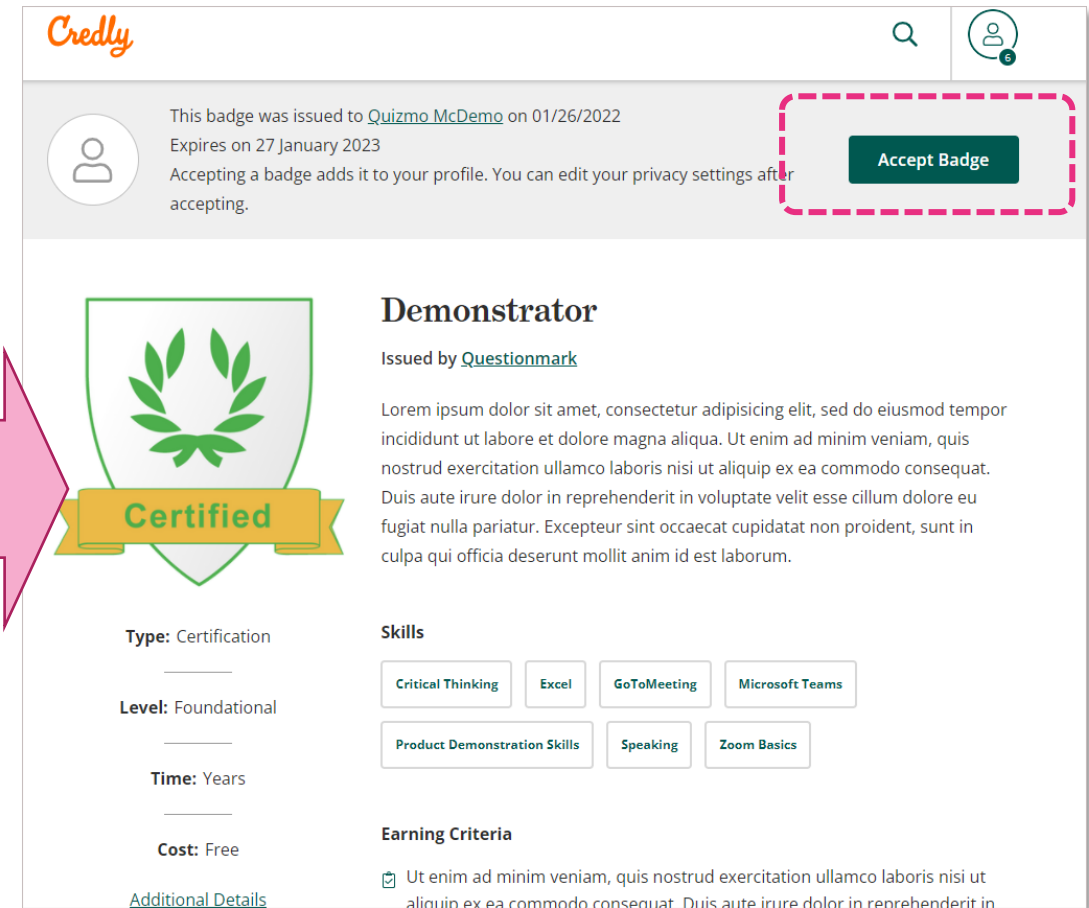
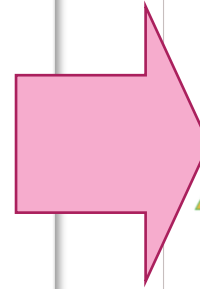
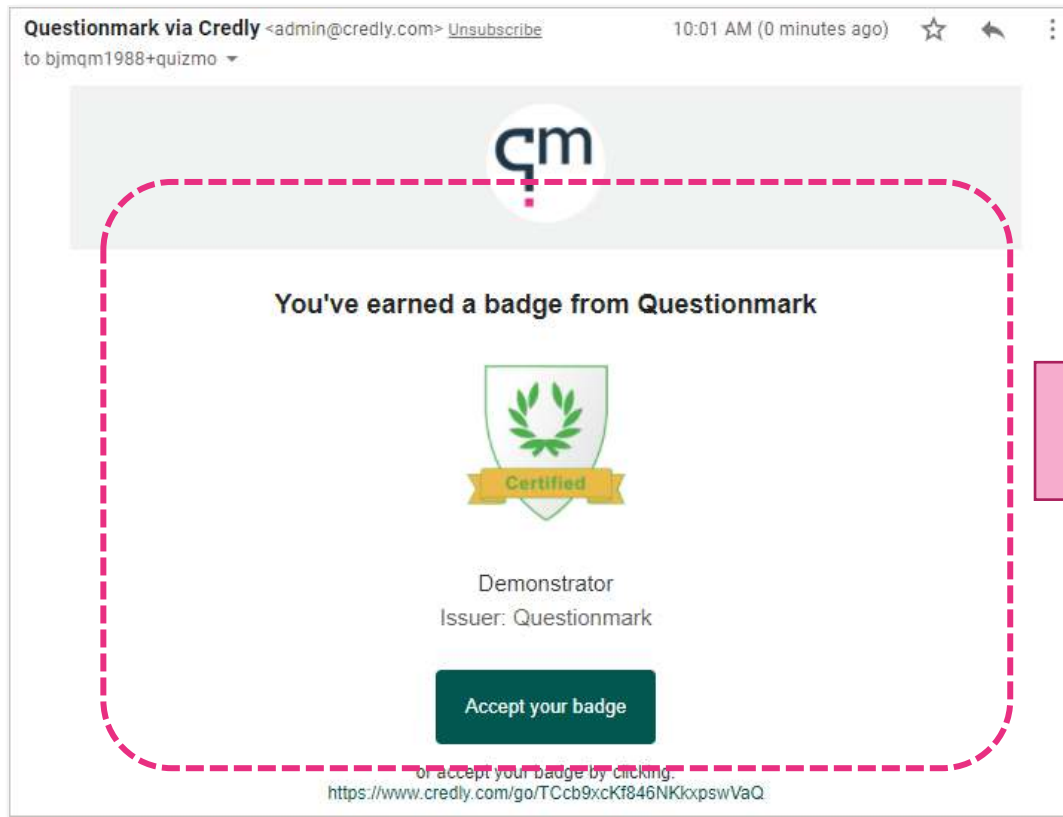
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Survey Matrix 9x10			2020-05-28T08:39:00Z	Brian McNamara

Showing 1 to 40 of 40 entries

Participant notified via email of badge



Configure Badging Integration

question
mark

People ▾ Authoring ▾ Administration ▾ Reporting Analytics ▾ Results

Configure Badging Integration

Enter the information provided to you by the Badging platform

Status

☒ Active


Organization

questionmark53933

Endpoint URL

https://sandbox.youracclaim.com/v1/organizations/49c162c5-72f5-44a1-88b4-a0b5b33101be/badges

Endpoint Auth Token

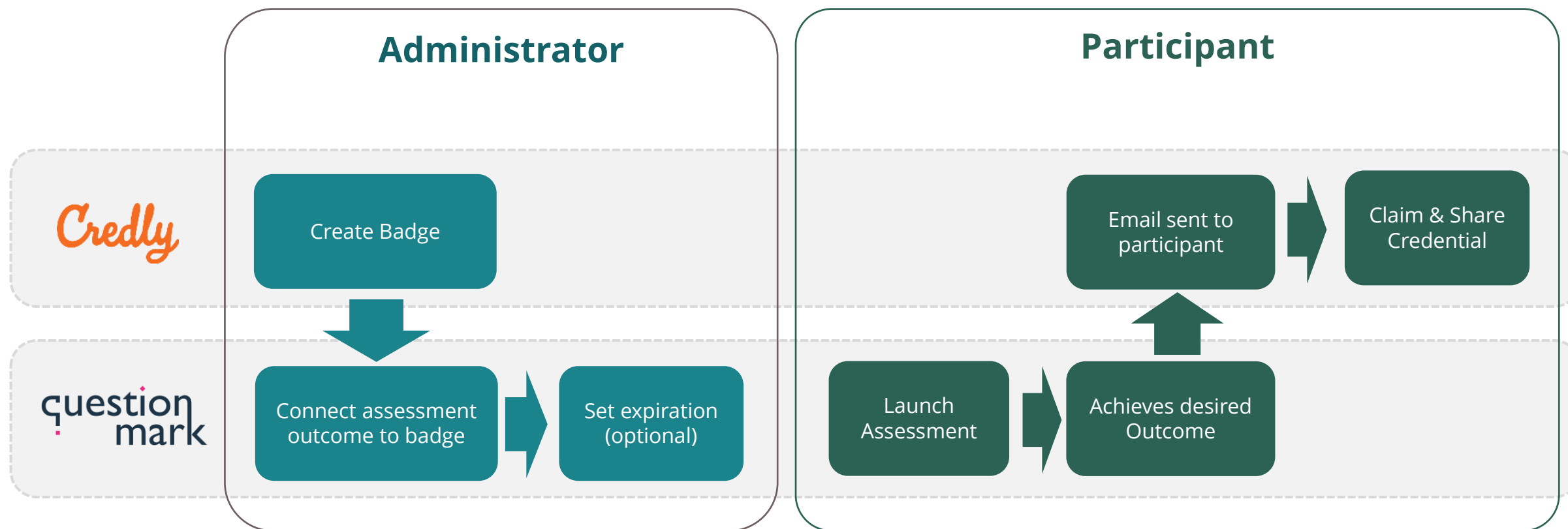
..... 

Apply

Permissions for badging app

> Authoring	
▼ Delivery	
Prepare Assessments for Printed Delivery	<input checked="" type="checkbox"/>
Deliver Printed Assessments	<input checked="" type="checkbox"/>
Upload Scanned Responses	<input checked="" type="checkbox"/>
Configure xAPI Endpoints	<input checked="" type="checkbox"/>
Configure Badging	<input checked="" type="checkbox"/>
Award Badges	<input checked="" type="checkbox"/>

How it works



Summary: 5 ways digital badges can boost performance

Show competency

- Customers, suppliers, and partners can see that a business's people are competent and reliable.
- Motivate learners to complete learning by recognizing achievements, big and small

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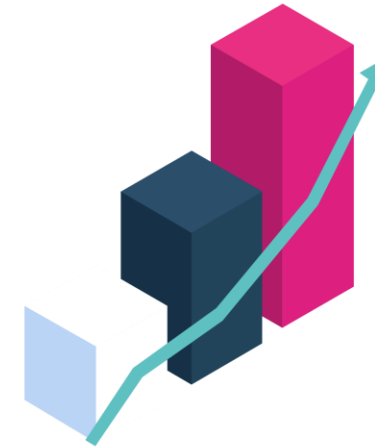
question
mark

— a Learnosity company —

Questions?



White papers, infographics, reports, eBooks and more!



www.questionmark.com/resources

Upcoming Webinars

Introduction to Questionmark's Assessment Platform

◆ February 8, 2022 - 10:00 am to 11:00 am (EDT)

Learn the basics of authoring, delivering and reporting on surveys, quizzes, tests and exams. This introductory webinar explains and demonstrates key Questionmark features and functions.

[Click to Register](#)

Workday & Questionmark: Accelerating Together

◆ February 10, 2022 - 11:00 am to 12:00 pm (EDT)

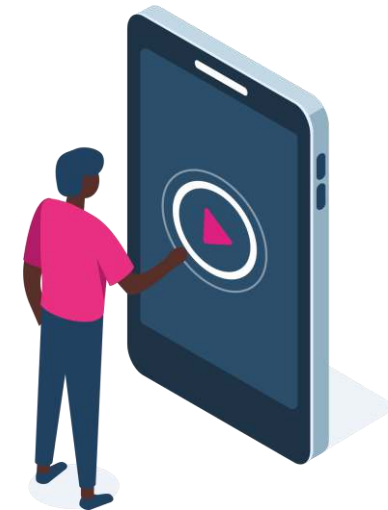
Learn about the partnership between Workday Learning and Questionmark and how Workday Learning customers can benefit from Questionmark's powerful question and assessment authoring, delivery and reporting features.

[Click to Register](#)

Make the Right Choice: How Many Multiple Choice Options is Optimal?

◆ February 16, 2022 - 11:00 am to 12:00 pm (EDT)

How many options should a multiple choice question have? This webinar will look at the practicalities of writing good multiple choice questions.

[Click to Register](#)



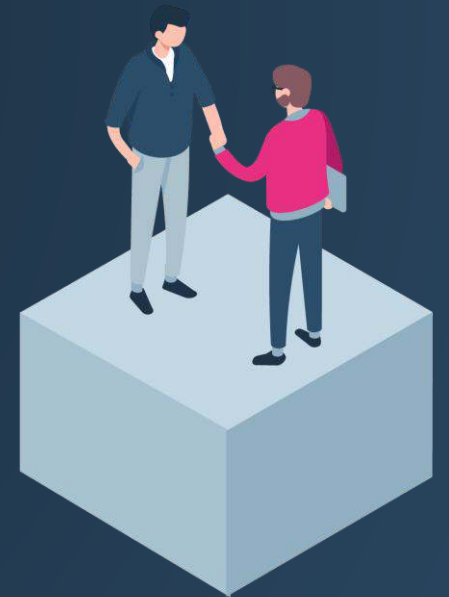
— a Learnosity company —

How to Evaluate

Request a one-on-one demo

The Questionmark team will contact you to arrange a demonstration tailored to your needs and questions

www.questionmark.com/request-demo





— a Learnosity company —

Thank you for attending!

We hope to see you at a future webinar.

Keep up-to-date at www.questionmark.com/resources/blog