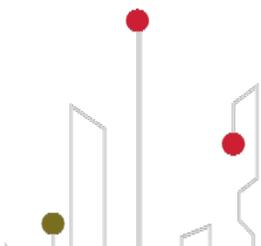


Finding Strategic Value in Badging

It's all in the metadata

Rebecca George-Burrs, University of Minnesota

UNIVERSITY OF MINNESOTA
Driven to DiscoverSM



IT@UMN

Digital vs. Paper



VS.



IT@UMN

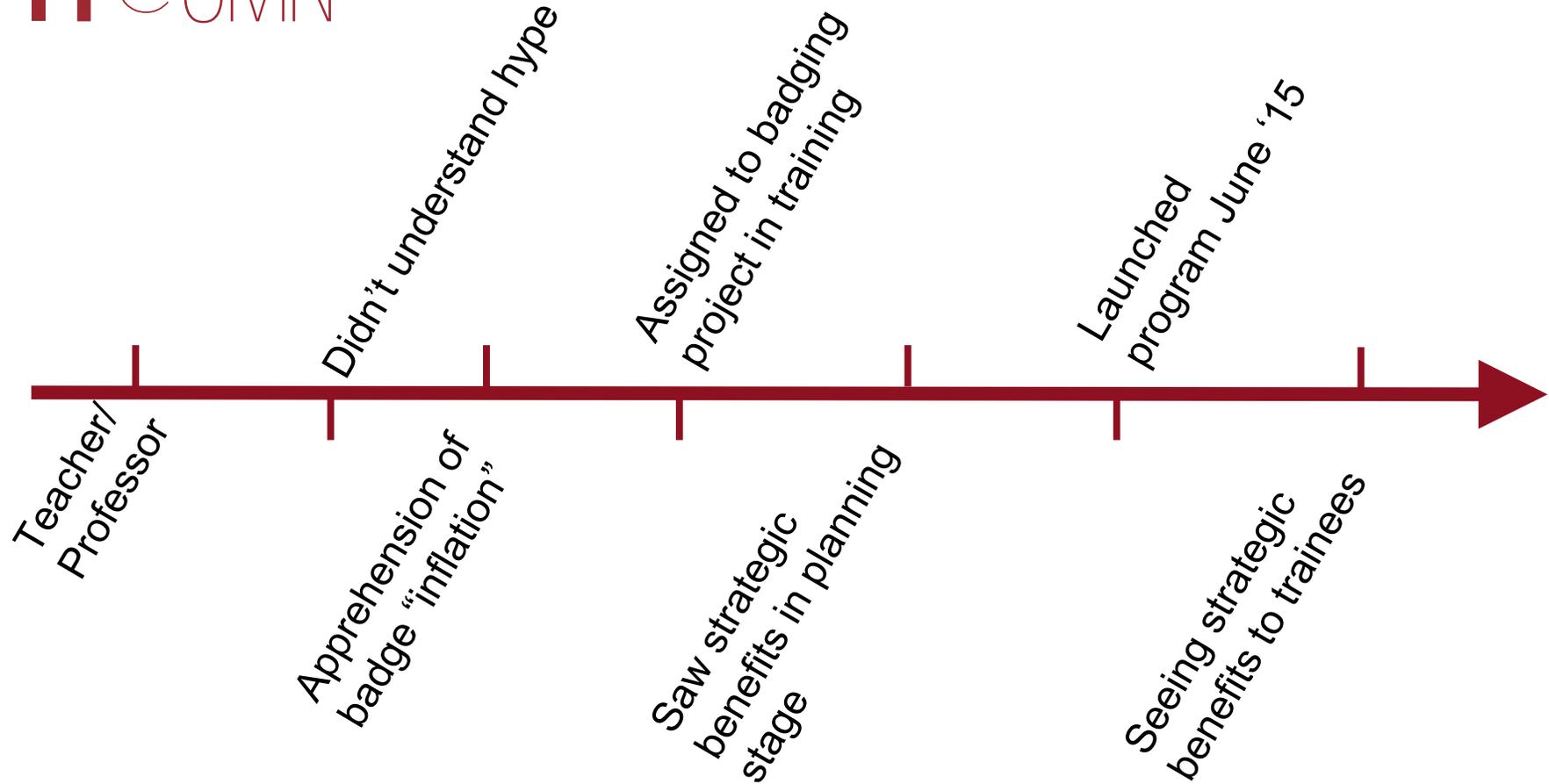
Which one gives the most data on what skills or information I now have or know?



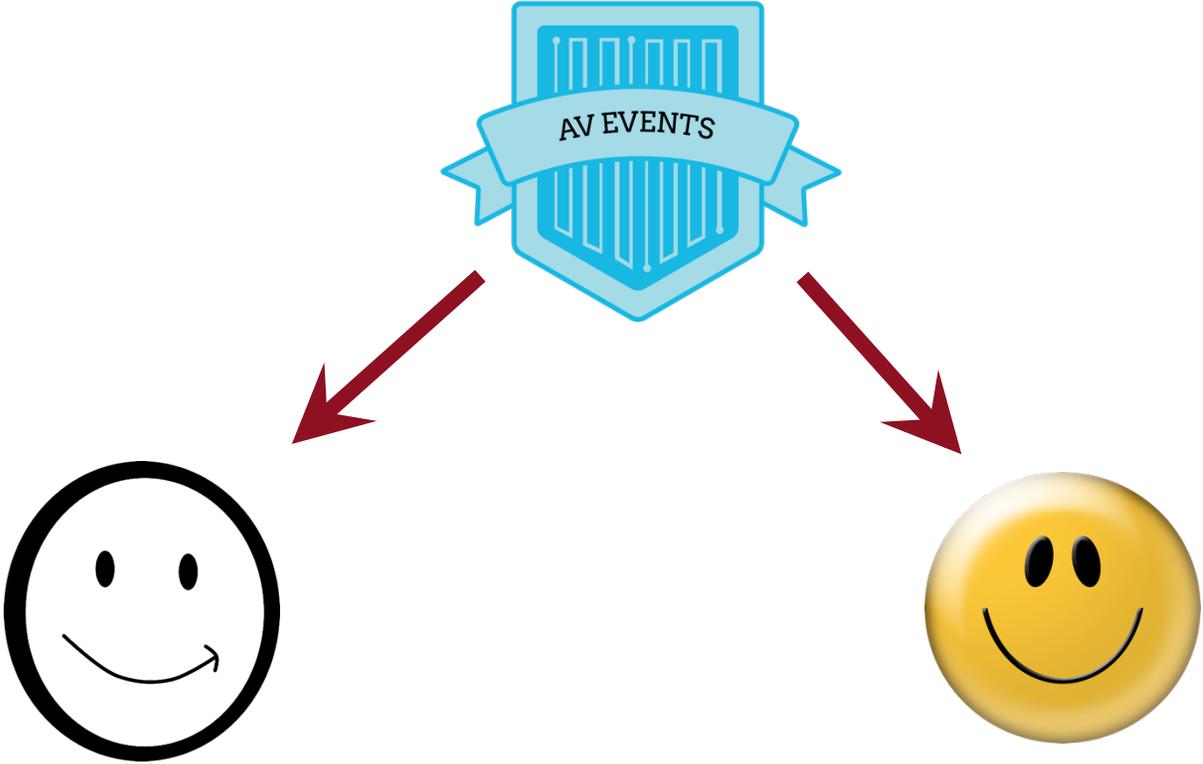
VS.



Some thoughts on my own journey



Badges have strategic benefits to both trainer and trainee.



IT@UMN

- Student workers and full-time staff
- Blended training (online and in-person)
- 2 - 4 week courses
- Prepare participant for specific role in End User Support line

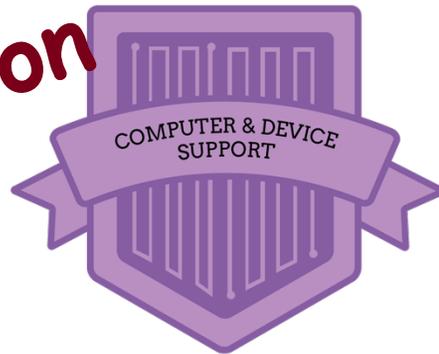
Program Details



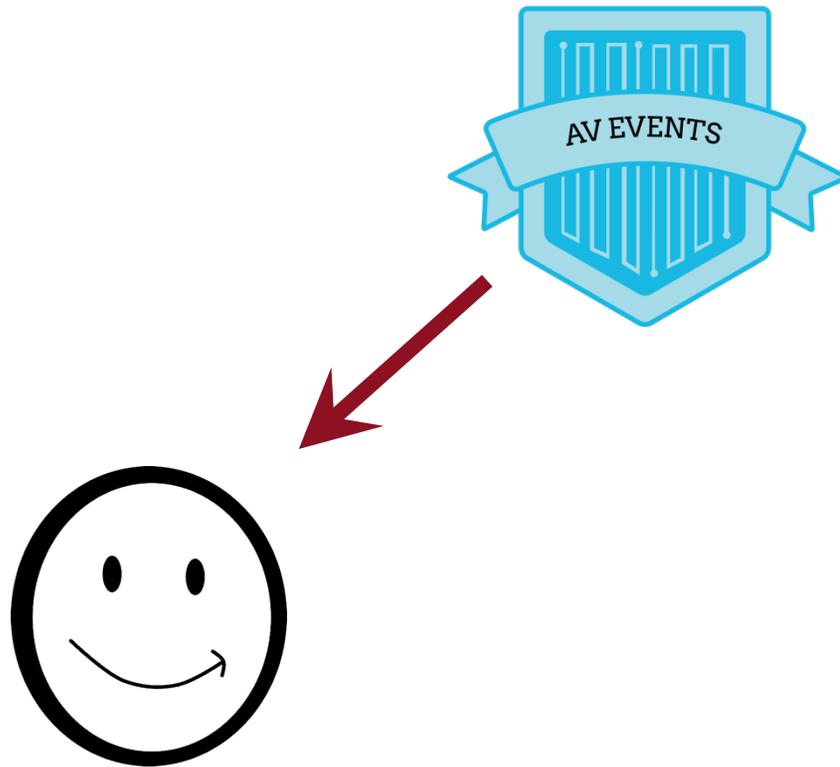
Available Now



Coming Soon

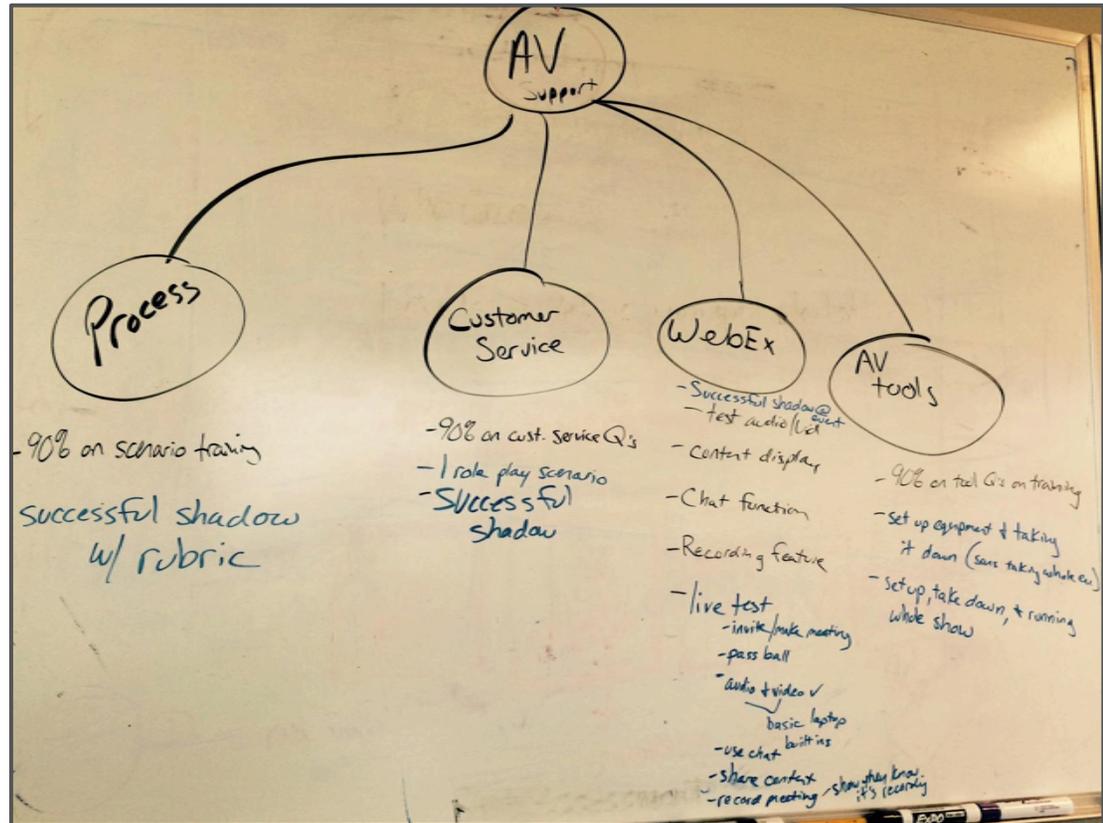


Strategic Benefits for the Trainer

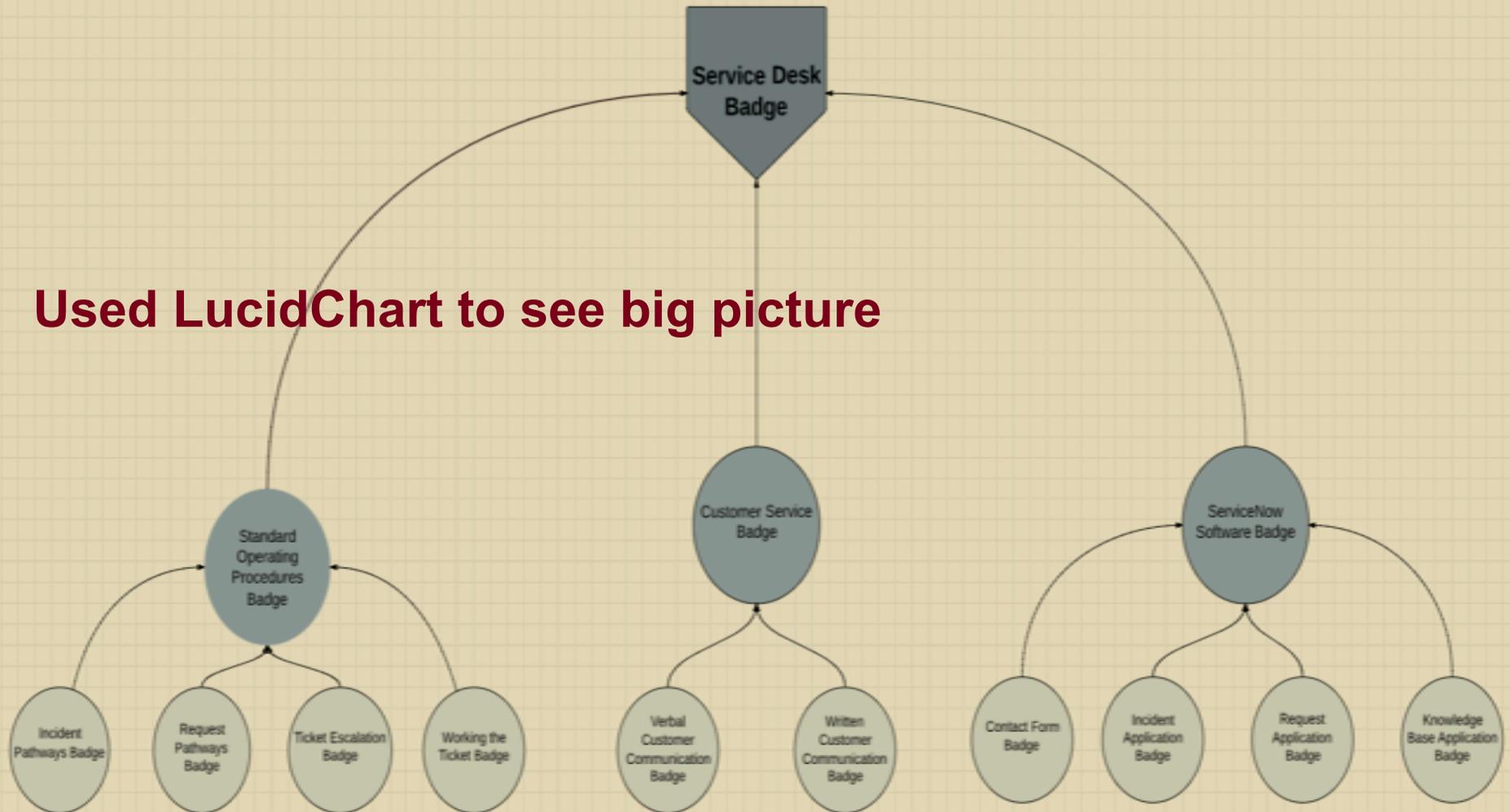


organizing and reorganizing

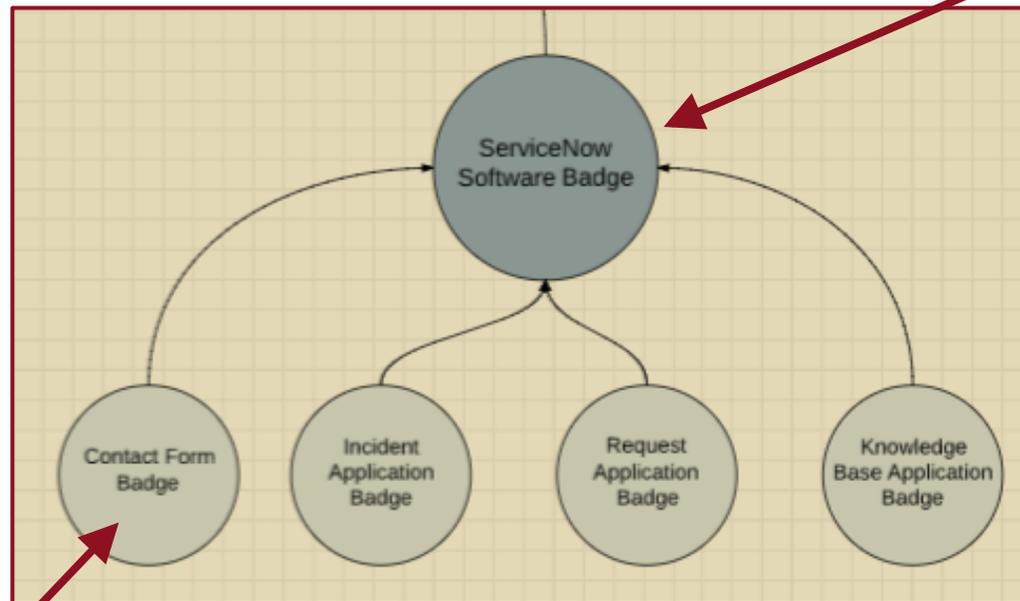
refining and clarifying



Used LucidChart to see big picture



Stayed as a badge

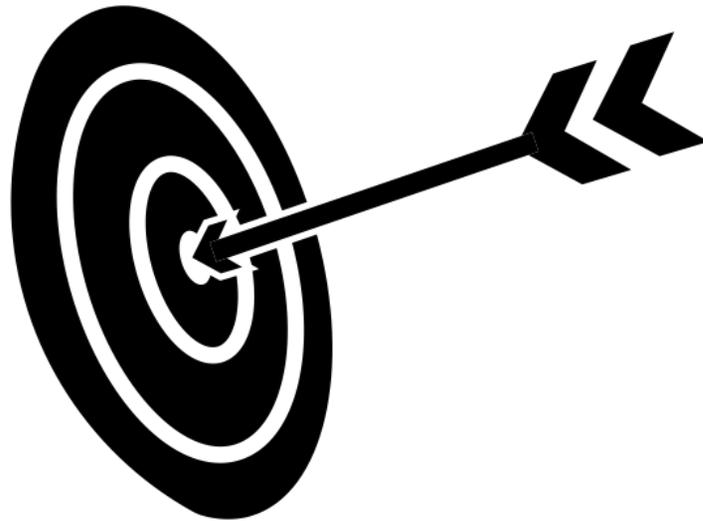


Became the basis for organizing evidence





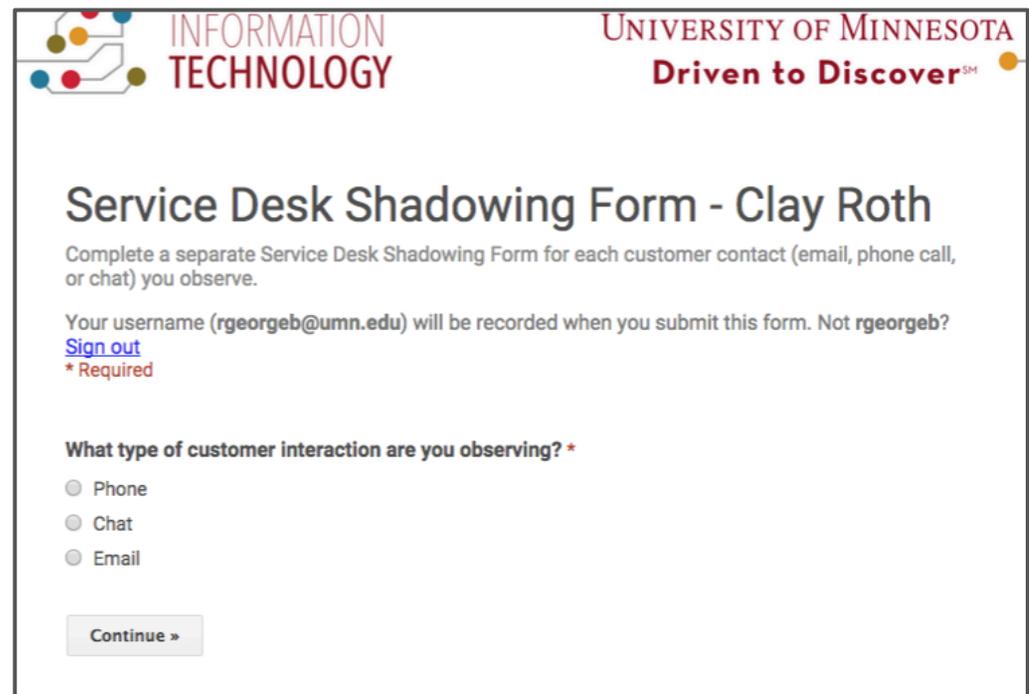
Brought alignment between goals and assessment



Created by Blaise Sewell
from Noun Project

Authentic Assessment

- Rubrics
- On-the-job shadowing
- Actual work products



The screenshot shows a web form titled "Service Desk Shadowing Form - Clay Roth" from the University of Minnesota Information Technology department. The form includes instructions to complete a separate form for each customer contact, a note about the user's email address being recorded, and a required question about the type of customer interaction being observed. The question has three radio button options: Phone, Chat, and Email. A "Continue >" button is located at the bottom of the form.

INFORMATION TECHNOLOGY UNIVERSITY OF MINNESOTA
Driven to DiscoverSM

Service Desk Shadowing Form - Clay Roth

Complete a separate Service Desk Shadowing Form for each customer contact (email, phone call, or chat) you observe.

Your username (rgeorgeb@umn.edu) will be recorded when you submit this form. Not rgeorgeb?
[Sign out](#)
*** Required**

What type of customer interaction are you observing? *

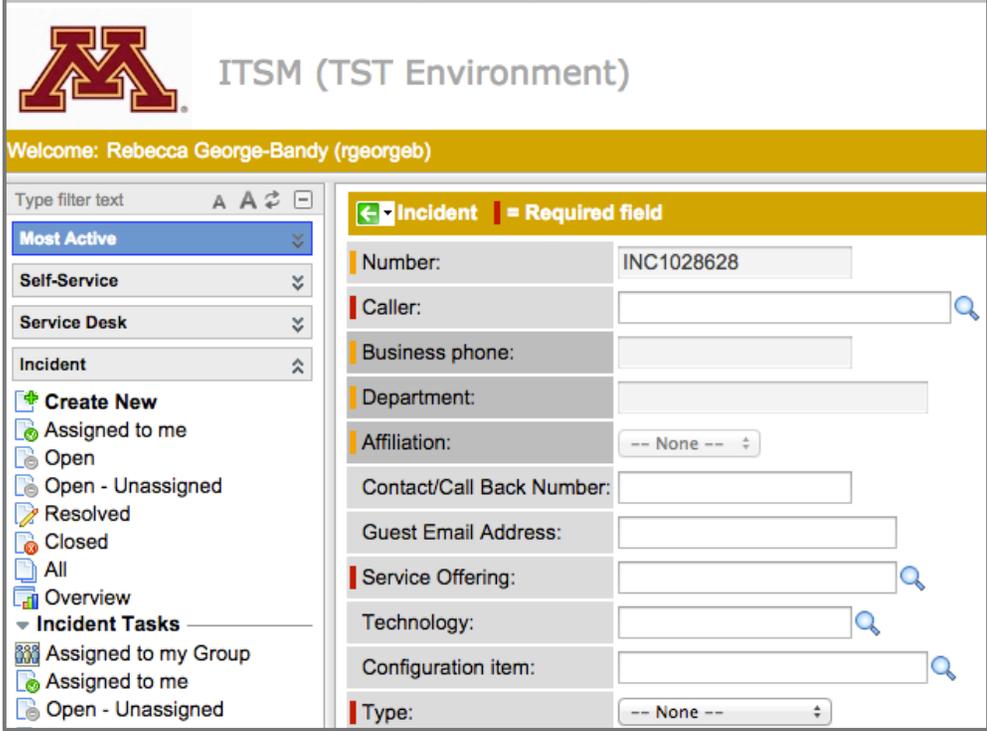
Phone
 Chat
 Email

[Continue >](#)

Practice, practice, practice

“Badging pulls it apart and sees the formal training as the practice part.”

~Susan McKinnell,
Training Facilitator, U of M



The screenshot displays the ITSM (TST Environment) web interface. At the top left is the University of Michigan logo, and to its right is the text "ITSM (TST Environment)". Below this is a yellow banner with the text "Welcome: Rebecca George-Bandy (rgeorgeb)".

The interface is divided into two main sections. On the left is a navigation menu with a search bar labeled "Type filter text" and several filter options: "Most Active", "Self-Service", "Service Desk", and "Incident". Below these are icons for "Create New", "Assigned to me", "Open", "Open - Unassigned", "Resolved", "Closed", "All", "Overview", and "Incident Tasks". Under "Incident Tasks", there are sub-options: "Assigned to my Group", "Assigned to me", and "Open - Unassigned".

The right section is a form for creating or editing an incident. It has a yellow header with a back arrow, the word "Incident", and a red bar indicating a required field. The form fields are:

- Number: INC1028628
- Caller: (empty text field with a search icon)
- Business phone: (empty text field)
- Department: (empty text field)
- Affiliation: -- None -- (dropdown menu)
- Contact/Call Back Number: (empty text field)
- Guest Email Address: (empty text field)
- Service Offering: (empty text field with a search icon)
- Technology: (empty text field with a search icon)
- Configuration item: (empty text field with a search icon)
- Type: -- None -- (dropdown menu)



AV Events Support: Tools

Description

This badge is one of three badges required to earn the AV Events Support badge. The recipient has shown proficiency in the setup, management, and take-down of camera and audio equipment for an on-site webcast event as well as managing an online meeting through WebEx Meeting Center. The recipient has shown these skills in two practice event simulations and while supporting two live on-site webcast events.

Badge Details

Criteria

- Scored 90% or higher on all practice equipment simulations
- Hosted a practice WebEx meeting with an AV professional, proficiently completing all tasks required for event support within WebEx Meeting Center
- Demonstrated proficiency with WebEx in supporting two on-site webcast events, as evaluated by a trained field technician
- Demonstrated proficiency with all camera and audio equipment for two on-site webcast events, from set up to take down, as evaluated by a trained field technician

Given to

Alignment through the Metadata

- Badge Description
- Badge Details (Criteria)



Badge Description

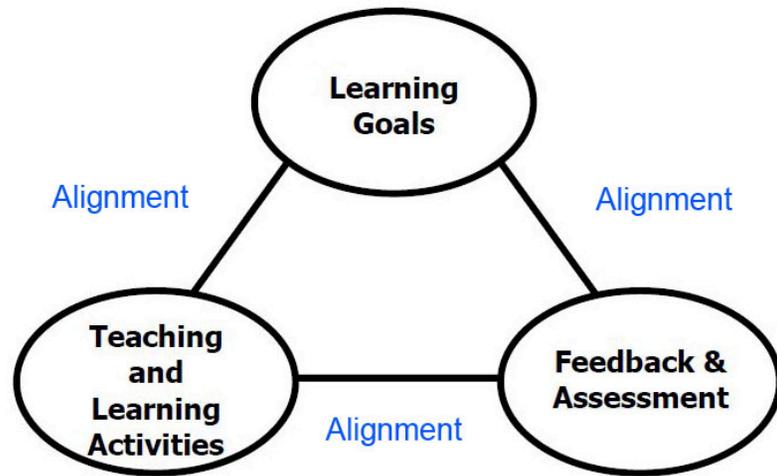
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Alignment Model



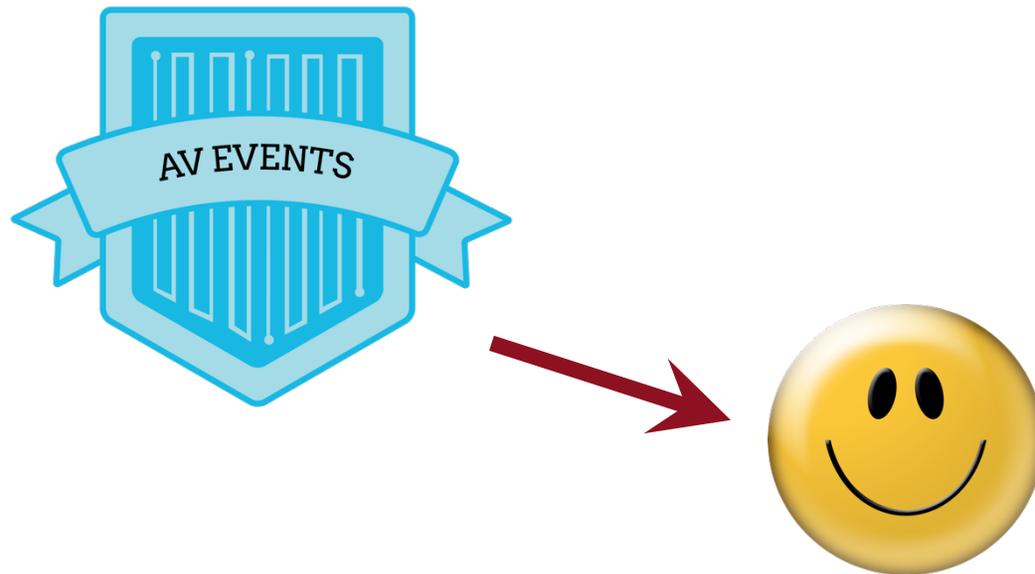
Adapted from: Fink, LD (2003) Creating Significant Learning Experiences. Jossey-Bass

Brought overall alignment

“It has caused us to be more thorough in our alignment of course activities with desired performance outcomes....”

~Margaret Miller,
Training Facilitator, U of M

Badges add benefits to trainee



Using Credly

Credly GIVE CLAIM CREDIT GO PRO University of Minnesota Information Technology University O. M. Information Technology Credly member since June 2015

Account Usage: 1 Credit Earned, 0 Credit Given, 0 Saved in Lists, 0 Trusted by

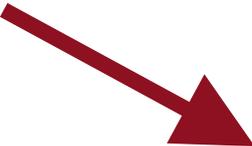
Settings: VIEW PROFILE, ACCOUNT SETTINGS, OUR CREDIT, CONTACTS & LISTS, FOLLOWING, VERIFICATION

Earned (1) Created (15) + New Badge

ALL REQUESTS GIVEN CATEGORIES REPORTS

Badges include: PROCESS & PROGRAMS, PROCESS PROGRAMS, PROCESS PROGRAMS, PROCESS PROGRAMS, CUSTOMER SERVICE, CUSTOMER SERVICE, SERVICE DESK, SERVICE DESK, KNOWLEDGE CREATOR & EXPERT CUSTOMER, KNOWLEDGE CREATOR & EXPERT CUSTOMER, KNOWLEDGE CREATOR & EXPERT CUSTOMER, AV EVENTS CUSTOMER SERVICE

Our official Credly account



Good job! You have shown proficiency in the setup, management, and take-down of camera and audio equipment for an on-site webcast event as well as managing an online meeting through WebEx Meeting Center.

Save & Share

Credit Details

Title: AV Events Support: Tools

Description: The recipient shows proficiency in running audio and video equipment for webcast events using the online meeting tool WebEx.

Issue Date: July 27, 2015

Issuer Details

Issuer: University of Minnesota Information Technology

Email sent to trainee

Good job! You have shown proficiency in the setup, management, and take-down of camera and audio equipment for an on-site webcast event as well as managing an online meeting through WebEx Meeting Center.



Save & Share



Credit Details

Title
AV Events Support: Tools

Description
The recipient shows proficiency in running audio and video equipment for webcast events using the online meeting tool WebEx.

Issue Date
July 27, 2015

Issuer Details

Issuer
University of Minnesota
Information Technology



Brought transparency

“The transparency has the value of making this information readily available to anyone who looks at the badge.”

~Kathy Brietenbach,
Technology Training and Usability
Service Owner, U of M

The screenshot shows a Credly profile page for University of Minnesota Information Technology. The header includes the Credly logo, navigation links (GIVE, CLAIM CREDIT, GO PRO), the University of Minnesota logo, and the user's name 'University O. M.'. The profile section displays the organization's name and 'Credly member since June 2015'. An 'Account Usage' section shows statistics: 1 Credit Earned, 0 Credit Given, 0 Saved in Lists, and 0 Trusted by. A 'Settings' sidebar lists options like 'VIEW PROFILE', 'ACCOUNT SETTINGS', 'OUR CREDIT', 'CONTACTS & LISTS', 'FOLLOWING', and 'VERIFICATION'. The main content area shows 'Earned (1)' and 'Created (15)' badges, with a '+ New Badge' button. A grid of 12 badges is displayed, each with a unique icon and title, such as 'Student Technology P...', 'Service Desk: Custom...', and 'Knowledge Creator & ...'.

Brought value to the managers

“The badging program adds value to the students by providing them a challenging program that prepares them to be successful and, when completed, proof that they have mastered the skills covered.”

~Josh Wiggins,
Manager, U of M



Value to Manager cont.



“Often times we train or teach an abstract idea that has many components deeper than right and wrong. Badging allows...people who demonstrate their skills and understanding of the variations and nuances with a physical representation of their achievement.”

~Mike Connally,
Manager, U of M

Value to Managers cont.

“We get to directly contribute to the Teaching and Learning mission while giving staff valuable opportunities to demonstrate their skills to the community at large.”

~Marianne Moodie,
Manager, U of M



Value to trainees



“I'm for anything that helps me build career skills that I can show off.”

~Student worker

“Being able to have a verifiable badge vouching for your professional skill-set that is accessible to anyone with access to the internet is a great idea.”

~Student worker

Value to trainees cont.

“I've done plenty of internal training in the past that, unfortunately, is meaningless to employers; having something to show for training is absolutely beneficial!”

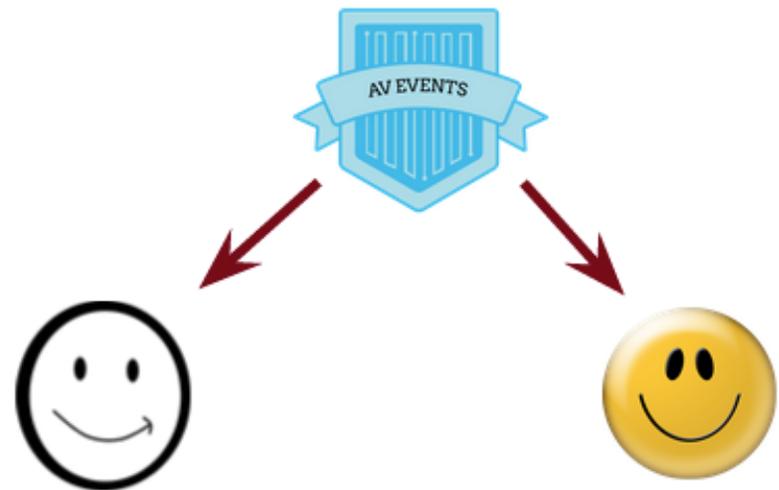
~Full-time staff member
going through the program



IT@UMN

- Aligned training
- Authentic assessment
- Transparency
- Added value for participants

Overall Strategic Value



Contact: Rebecca George-Burrs; rgeorgeb@umn.edu