



DIGITAL BADGING IN THE LIBRARY COMMUNITY

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CONSULTING

In This Webinar....





- Record Professional Growth
- Personal Sense of Reward
- Create/Spread Your Brand
- Recruiting/Job Hunting
- Engage Learners

“A badge is a symbol or indicator of an accomplishment, skill, quality or interest”.

Badge Alliance



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RECORD PROFESSIONAL GROWTH



WHAT'S THE VALUE
TO THE RECEIVER?



PERSONAL SENSE OF REWARD



Commons.Wikimedia.org

- Annual Evaluations
- Conference Attendance
- Professional Involvement
- Awards & Honors
- Community Involvement
- Professional Achievement



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CREATE/SPREAD YOUR BRAND



WHAT'S THE VALUE
TO YOUR LIBRARY?

RECRUITING/JOB HUNTING



flickr.com

DEMONSTRATE:

- Initiative
- Technical Skills
- The Big Picture



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ENGAGE LEARNERS



Commons.Wikimedia.org

EMPHASIZE:

- Content
- Growth
- Competitiveness
- Fun



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Question:

How Do You Currently Track,
Record and Use Your
Professional Development
History?



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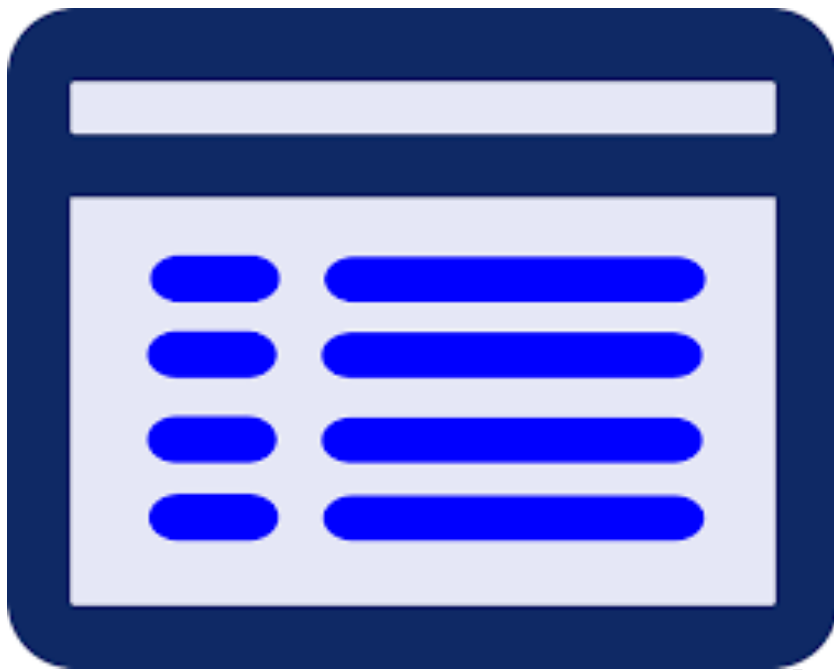
- A Badge
- Email Addresses of Attendees
- A Badge “System” or Program

“Badges are the new professional currency”.
Mary Ann Nestor, Kent State University



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TO CREATE YOUR BADGE



Pixabay.com

THE BASICS:

- A recognizable shape/template
- Big enough to say something
- Bright!



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(COPYRIGHT FREE) ARTWORK



Commons.Wikimedia.org

REMEMBER:

- Create it yourself
- Google Images (check usage rights)
- Always cite
- Flickr
- Do some research
- Have fun with it



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DESCRIPTIONS



En.wikipedia.org

DATA:

- Title
- Date/Time/Hours
- Outcome (What Was Learned or Accomplished?)



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WHAT'S A "BADGE SYSTEM?"



En.wikipedia.org

- Credly, Mozilla, Open Badge Factory
- Pick an easy one
- Pick something YOU can manage
- Ask for help



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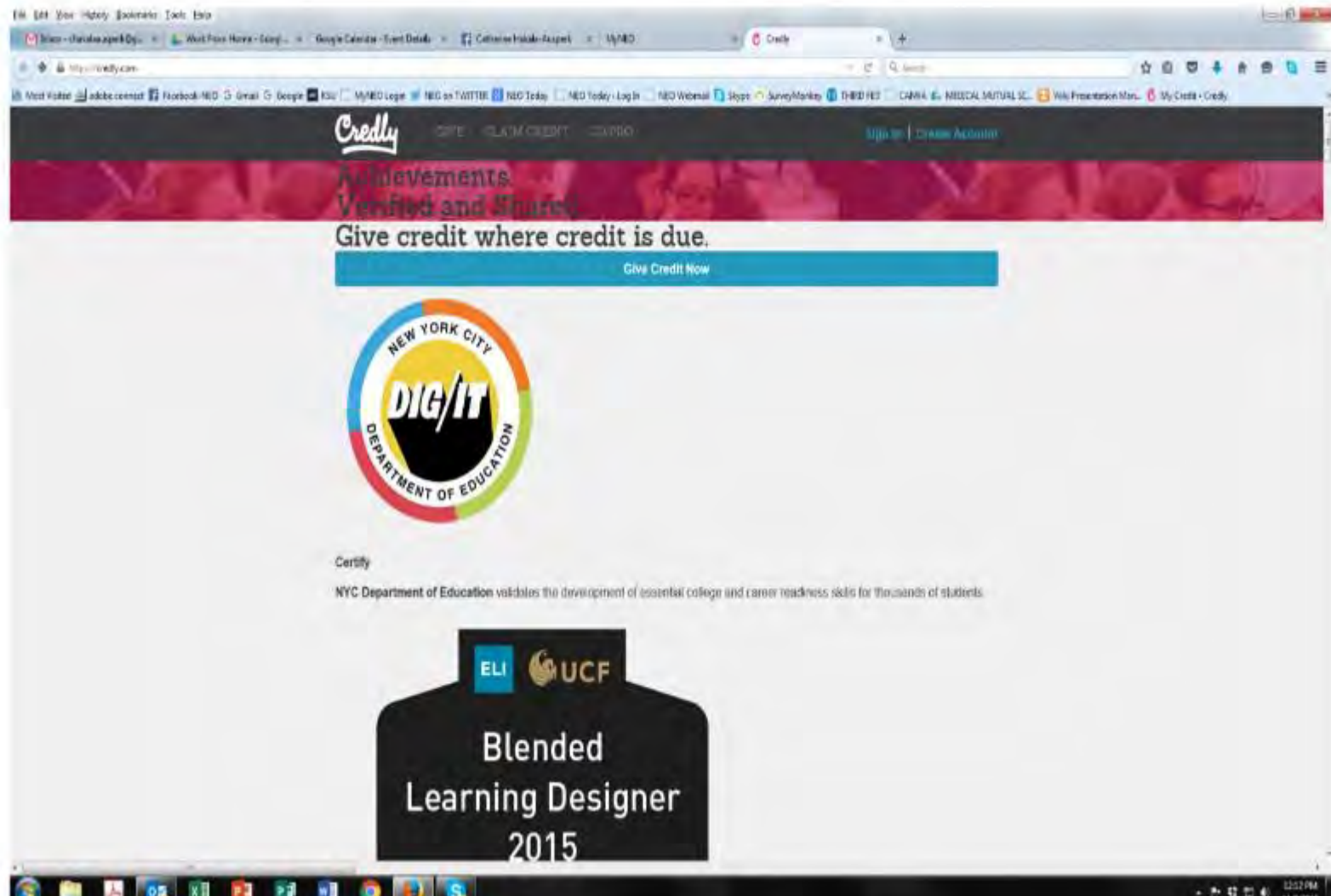


INTRODUCTION TO CREDLY

Give credit where credit is due.



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UPLOAD YOUR OWN

Upload a new image



No thanks.
Use the standard badge builder.



Save

Describe this Credit:

Blank Slate

(Optional)

120

Short Description

(Optional)

150

☐ Allow others to claim this credit.

+ Add More Detail

What's happening on Credly?

NEW MEMBERS NEWLY GIVEN



Sean Loyless



Christal Picard



Nathan Davis



Jennifer Hootenbauer



Logan Hayes



James Ellis



Whitney Vaughan



Mark Johnson



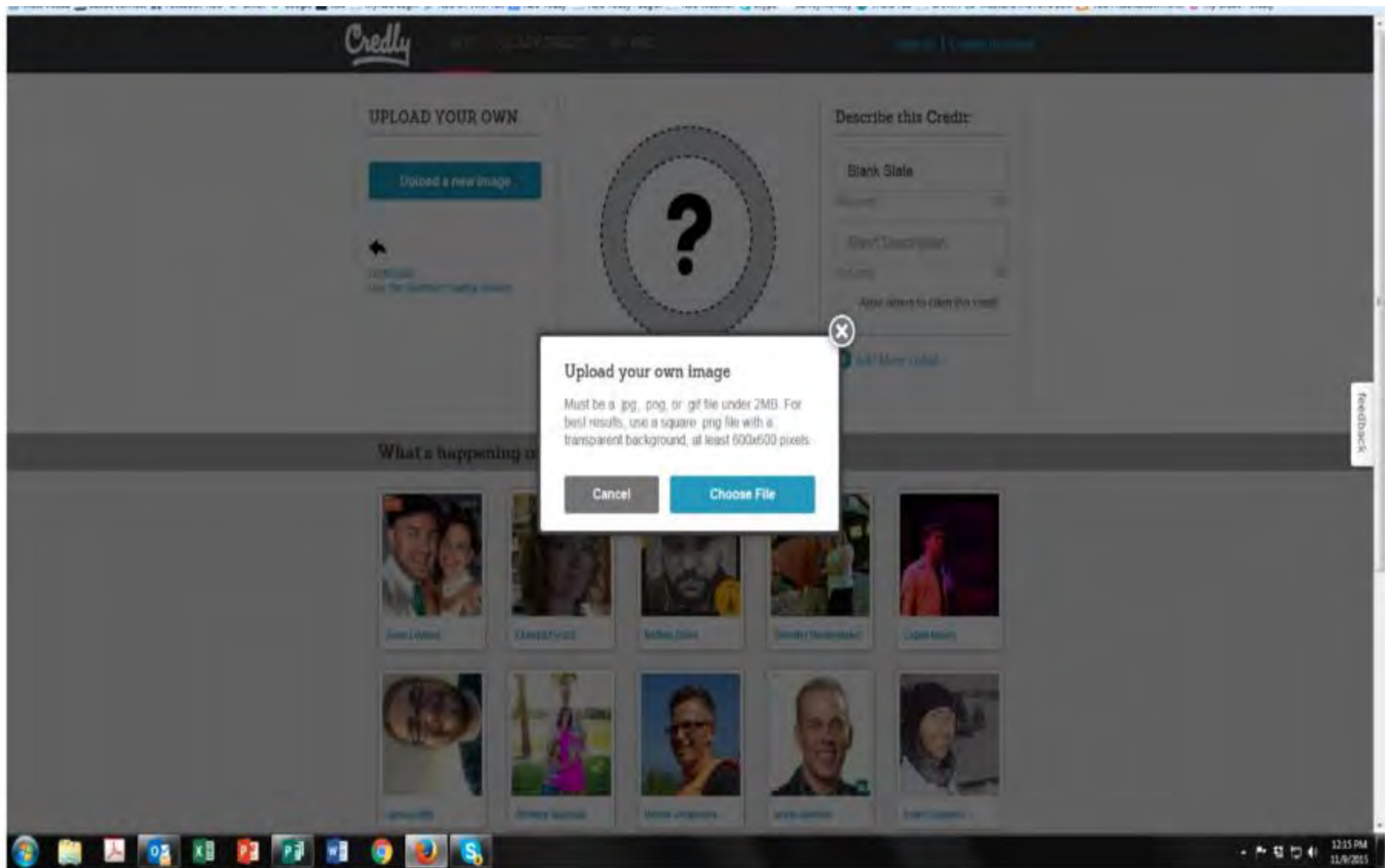
Grant Goodale



Brian Crockett



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Next, add your description!



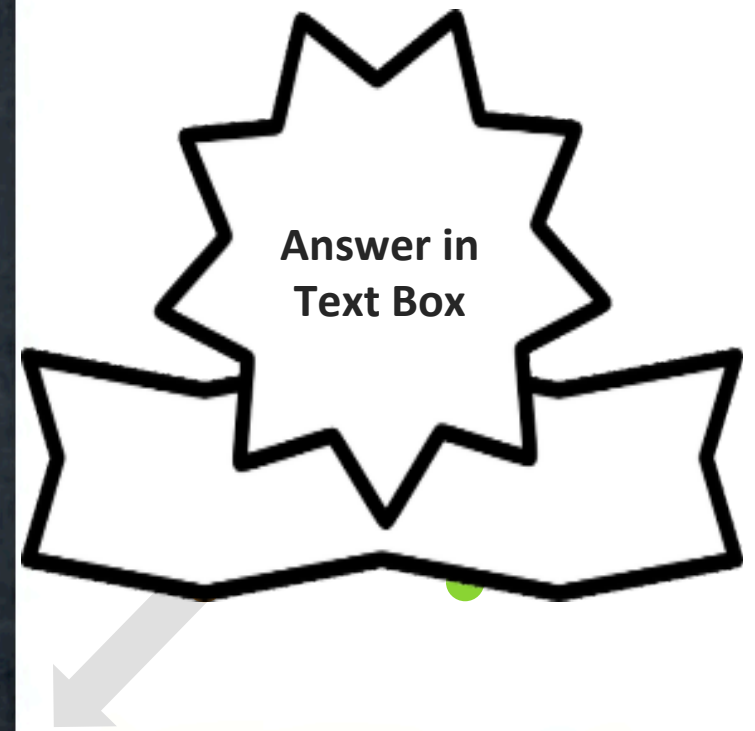
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Question:

How Many Different People
at Your Library Might Be
Involved in Issuing Badges?
*(Here's how you can share
the job!)*



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- Badge Template
- Image of Topic
- Title and Text
- JPEG

Badges help “people of all ages gain and display 21st century skills and unlock new career and educational opportunities.”
<https://wiki.mozilla.org/Badges>



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BADGE TEMPLATE

GOLDENS 101



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BRAND YOUR TEMPLATE

GOLDENS 101



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*IMAGE OF
TOPIC*

GOLDENS 101



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***TITLE AND
TEXT***

GOLDENS 101



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*SAVE
(IN
FOLDERS!)*

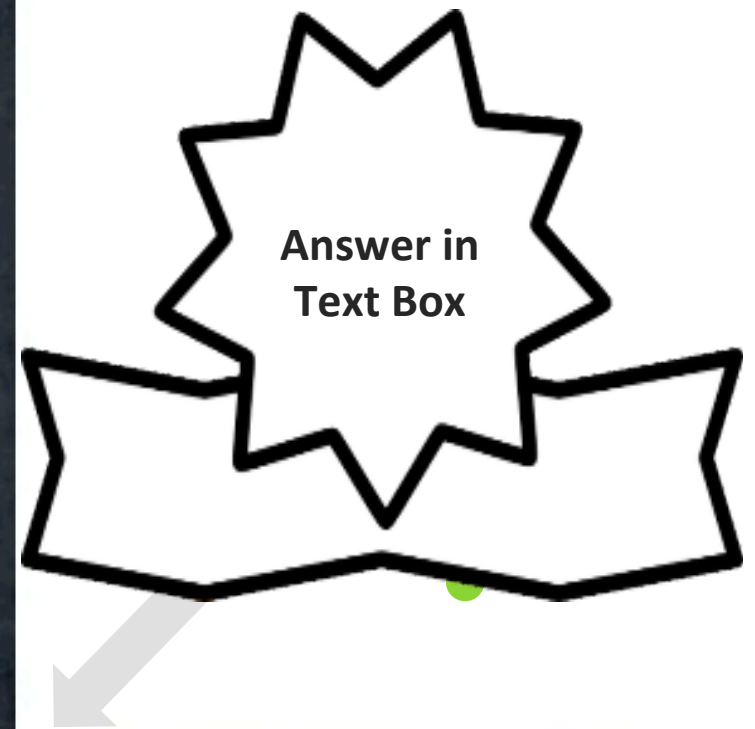
GOLDENS 101



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Question:

How Might You Get Artwork
for Your Badges?





- Start with an Introductory Letter
- Double Check Your Description
- Cite Competencies!
- Email CSV files

“With the right technology, you can make your idea for a badging program for your association a reality.”

www.webcourseworks.com



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YOUR INTRODUCTORY LETTER

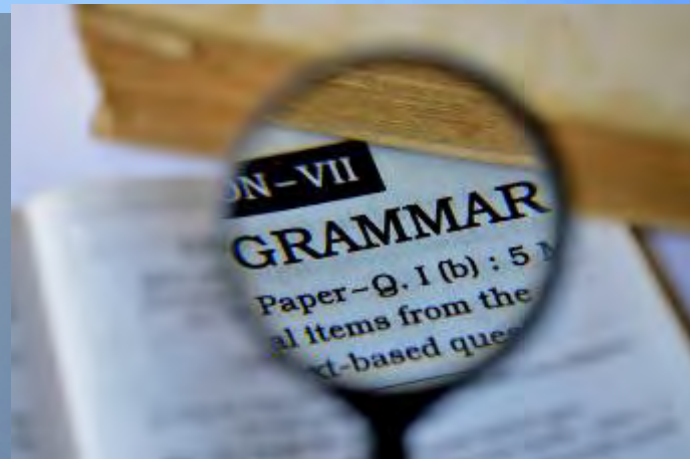


Writersincharge.com



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DOUBLE CHECK EVERYTHING BEFORE SENDING



www.pixabay.com



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CITE COMPETENCIES



calicospanish.com



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USE CSV FILES FOR LARGER CLASSES



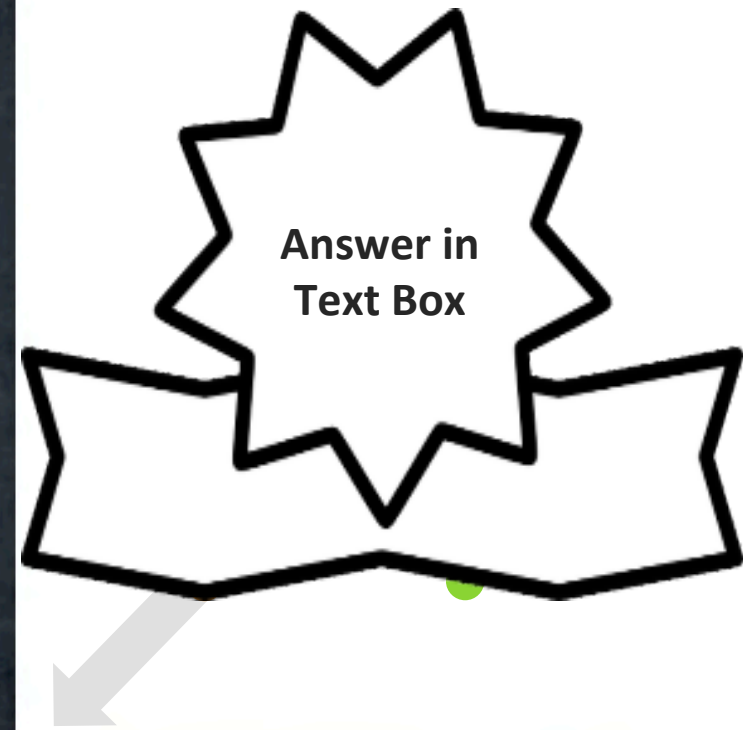
www.enwikipedia.org



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Question:

What Competencies Might You Use?



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- Virtual Portfolios
- Social Media
- Marketing

"Instead of gathering, printing and scanning...you can simply link to your badges."

Mary Ann Nestor, Kent State University



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mswordresume.com

WHAT ARE VIRTUAL RESUMES AND PORTFOLIOS?



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John Garcia

John Garcia
Junior Account Executive
Newco

Contact
Email: john@newco.com
Work: 555-350-5583
Cell: 555-393-2922
Skype: john.garcia

Social Connections
LinkedIn: <http://linkedin.com/john.garcia>
Twitter: john.garcia

Stat: I'm working on developing skills through my IDP

Skills



Badges



IDP



Assessments

- Sales Proficiency Exam
SkillNet, Score 43/50
License: 2920-2922
- Management Strategy Exam
SkillNet, Score 43/50
License: 2920-2922

Certifications

- Spreadsheet Guru
SkillNet, License 2920-2922
Award: 2920-2922
- Sales Seminar
SkillNet, License 4420-4420
Award: 4420-4420

Profile

ABOUT ME:
BIO:

skillnet.net

HOW CAN YOU USE SOCIAL MEDIA TO SHARE BADGES?

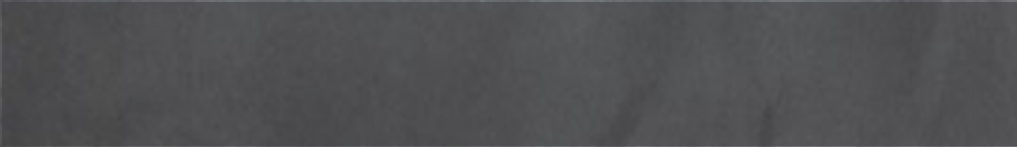


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WHAT & TO WHOM ARE YOU MARKETING?

Blog.coerll.utexas.edu



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Question:

How Will You Share
Your Digital Badges?



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**QUESTIONS?
COMMENTS?
IDEAS?**

Thank you!

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