



EMPOWER YOUR LEARNERS WITH  
DIGITAL CREDENTIALS

# CREDENTIALS, ALTERNATIVE CREDENTIALS AND BADGES

738,000 Different Types of Credentials

370,000 Higher Education credentials

More than 50M badges issued

More than 25M badge earners

*UPCEA Hallmarks of Excellence in Credential Innovation (May 2020)*



# KEY 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 & the bottom line.

**#1**

## **Millennials**

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

**70%**

## **Skill-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 skill history.

**51%**

## **Skill-based Learning**

51% employers already moving to competency-based microlearning.

# CREDLY'S ROLE



35M+ digital credentials  
have been issued on Credly platforms,  
in **195 countries**.



**Every second** a digital credential  
is used, shared, or verified on Credly.

# CREDLY AWARDS



**RSA Future Work Award** (2020)



Regional Finalist in the **MIT Inclusive Innovation Challenge** (2020)



*RMIT wins Business/Hire Education Round Table* (2020)\*



**Brandon Hall Award** for Leadership in Recognition Technology (2018)



*Legacy Healthcare wins McKnight's Excellence in Technology Award* (2018)\*



**Learning Impact Award** — IMS Global Learning Consortium (2017)



**ITCC Innovation Award** (2017)



*IBM wins Training Magazine eLearning Design Challenge Silver Award* (2017)\*



*Brandman University wins Lumina and UPCEA Innovation Challenge* (2016)\*

# THE CREDLY NETWORK



## ASSOCIATIONS & CERTIFICATIONS

## CORPORATE

## TRAINING & EDUCATION

# CREDLY Engagement & Support Model (*UK delivery & support by City & Guilds*)



## Customer Success

Extensive, high-caliber support to create a successful program.



## Award-Winning Platform

Forward-thinking product built with enterprise-class functionality.



## Verified Issuer Network

Trusted network of vetted, verified issuers.



## Workforce-Relevant Credentials

Millions of resume-worthy credentials are issued on our platform.



## Global Reach

Our platform issues badges in every country around the world.



## High-Impact Programs

At the forefront of helping create robust, impactful credentialing programs.

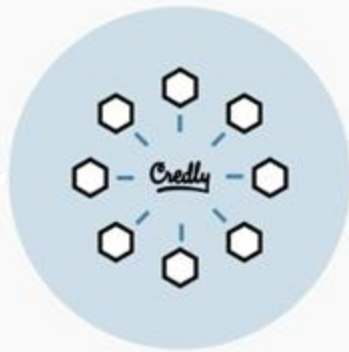
# How do digital credentials work?



# LIFE CYCLE OF DIGITAL CREDENTIALS



**Create**



**Issue**



**Promote**



**Analyze**



**Benefit**

# TYPES OF DIGITAL CREDENTIALS



## 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*

*Diplomas and Degrees*

*Certificate  
Programs*

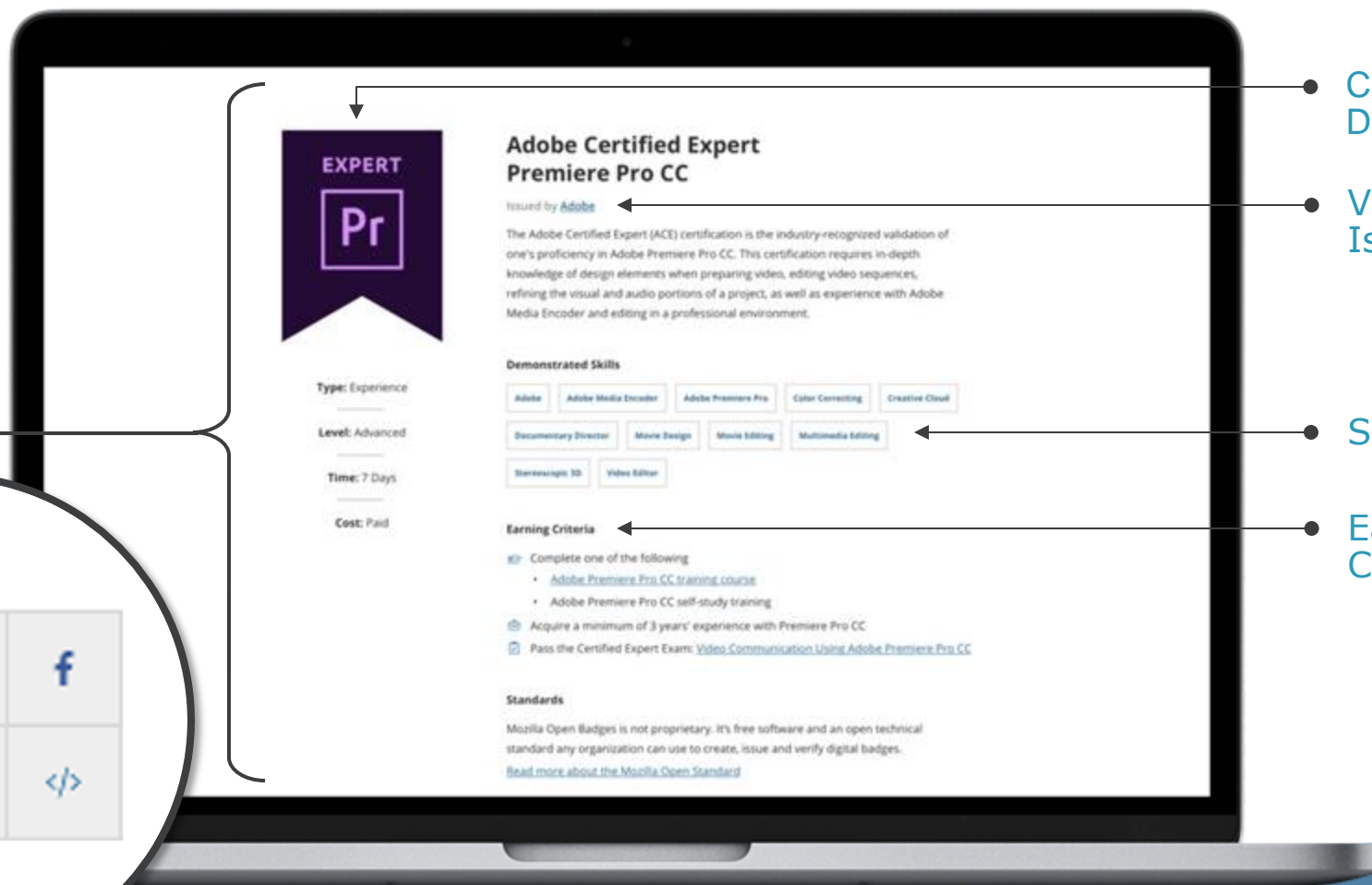
*License*

# DIGITAL CREDENTIALS

PORTABLE.  
VERIFIED.  
DATA-RICH.

Extensive  
Metadata

Easily  
Shareable



Custom Badge  
Design

Verified  
Issuer

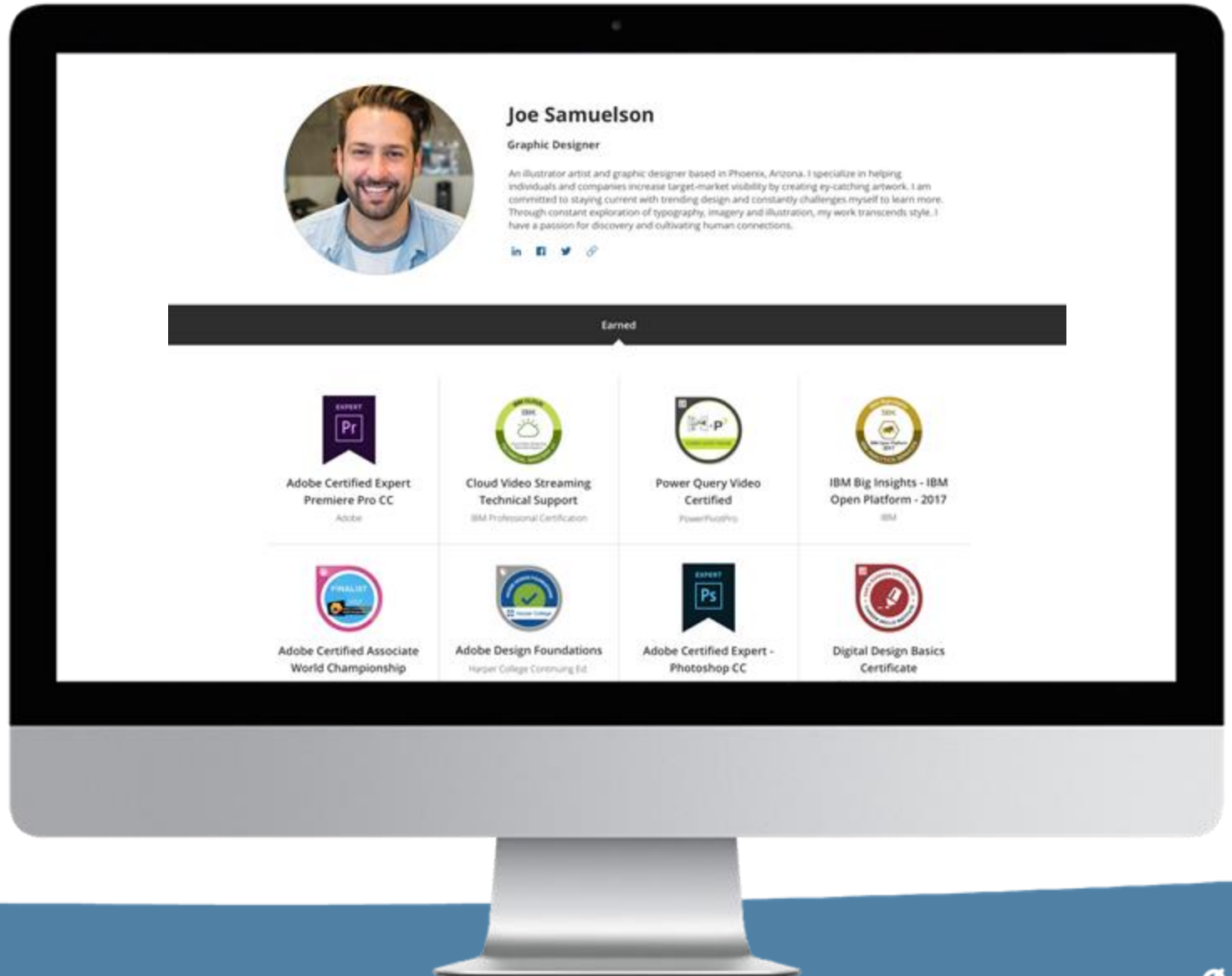
Skill Tags

Earning  
Criteria

# ROBUST EARNER PROFILE

Earners curate a robust profile that tells the full, accurate story of what they know and can do.

Each profile can produce an official transcript.



# CREATE OPPORTUNITIES FOR EARNERS

Labour Market Insights  
link each credential  
to professional  
opportunities



# BENEFITS OF DIGITAL CREDENTIALS



## Add Value to Credentials

- Attract Learners
- Retain and Engage Learners
- Reward Learners

## Increase Demand

- Increase Enrollments
- Increase Completions
- Drive Awareness

## Connect Learners with Opportunities

- Increase Job Placements
- Communicate Workforce-Relevant Skills
- Demonstrate employer partnerships

## Build Brand Identity

- Increase Marketing Impressions
- Inform program strategy with usage data
- Lower Digital Marketing Spend

# THANK YOU

**Pete Janzow**

VP Business Development

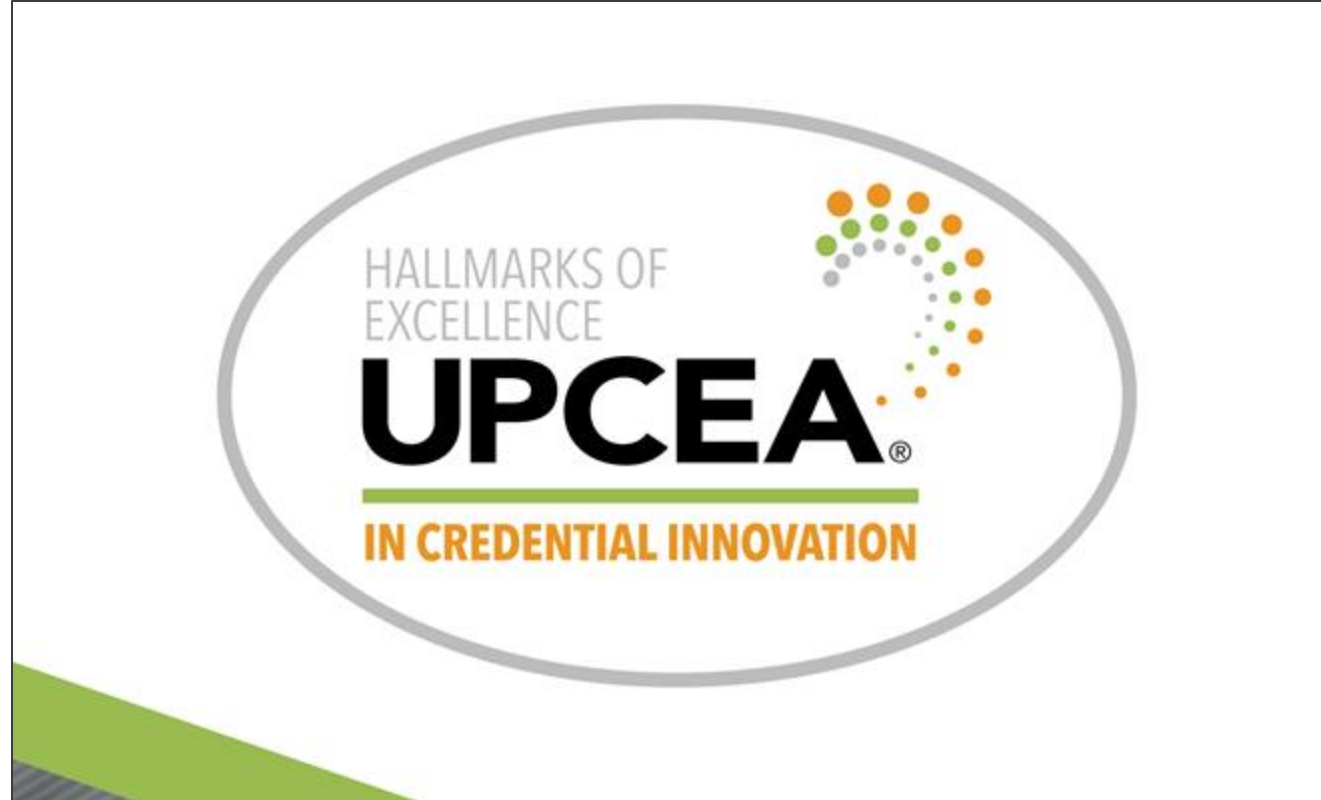
pjanzow@ credly.com | @pjanzow | 716.289.3040

# Additional Information



# UPCEA Hallmarks - May 2020

<https://upcea.edu/credentialhallmarks/>



# UNIVERSITY EXAMPLES

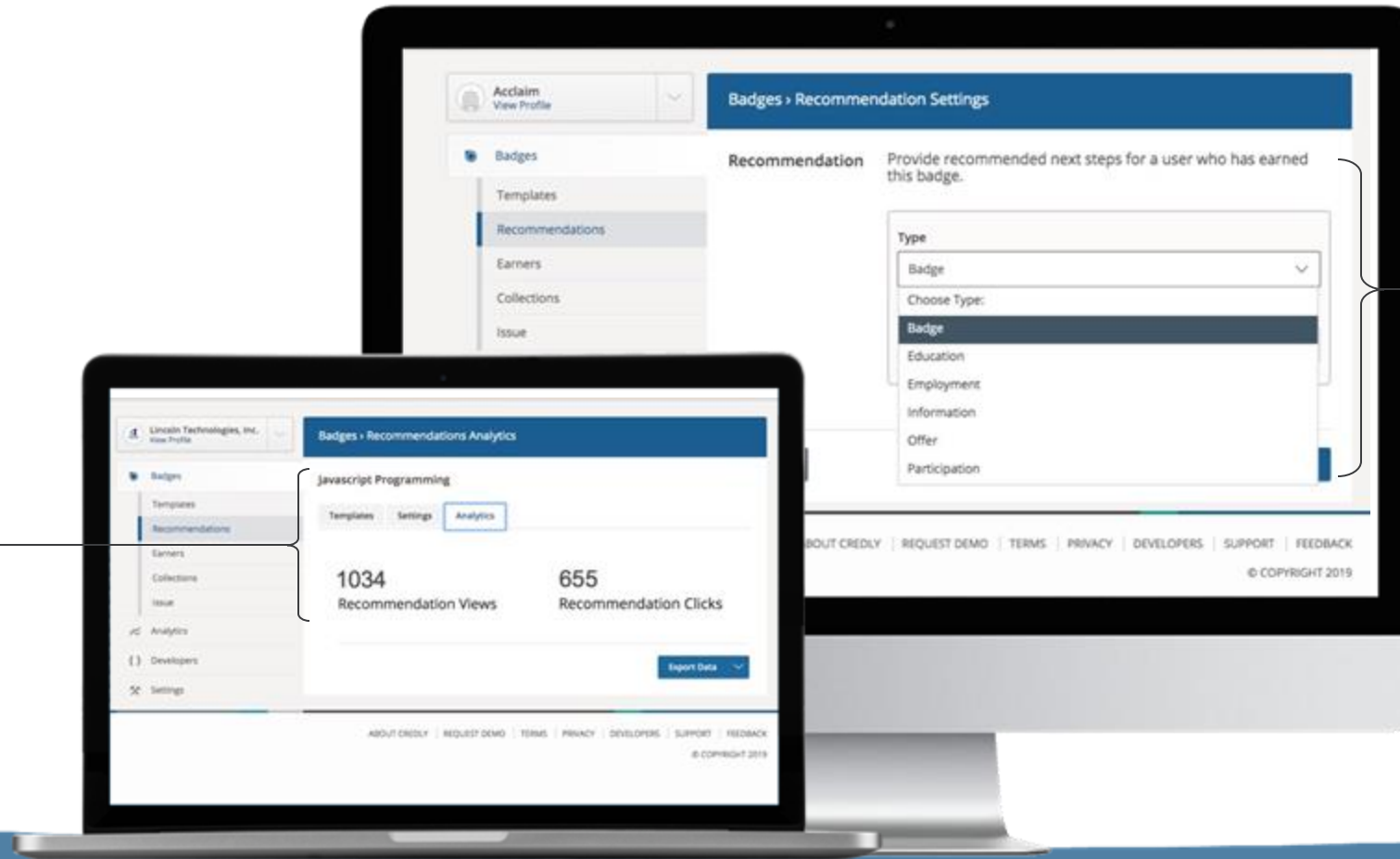


# COLLEGE EXAMPLES



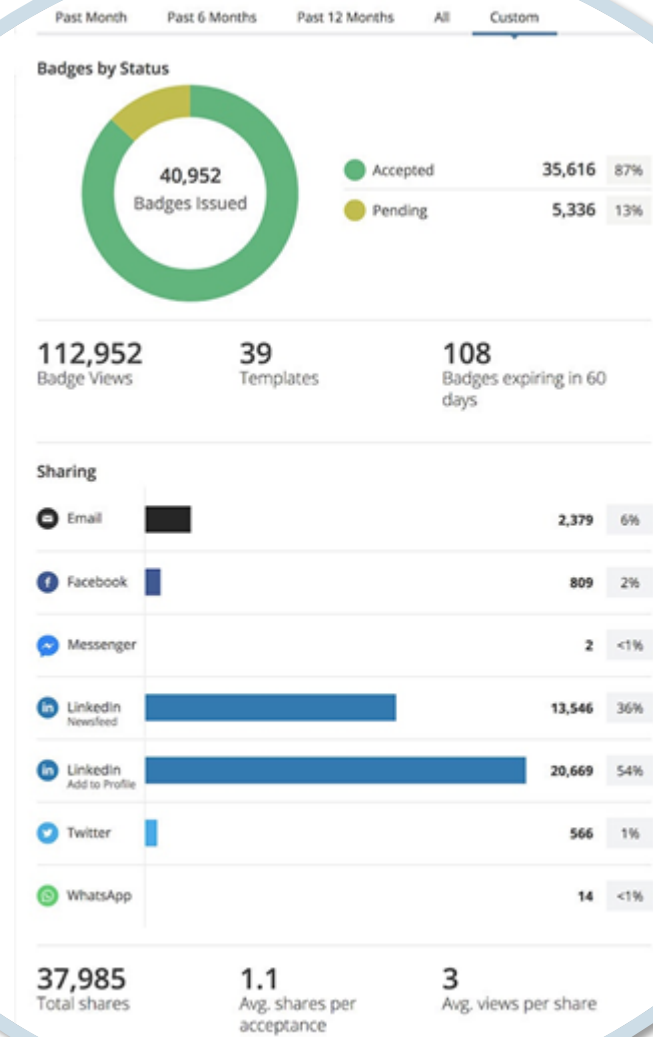
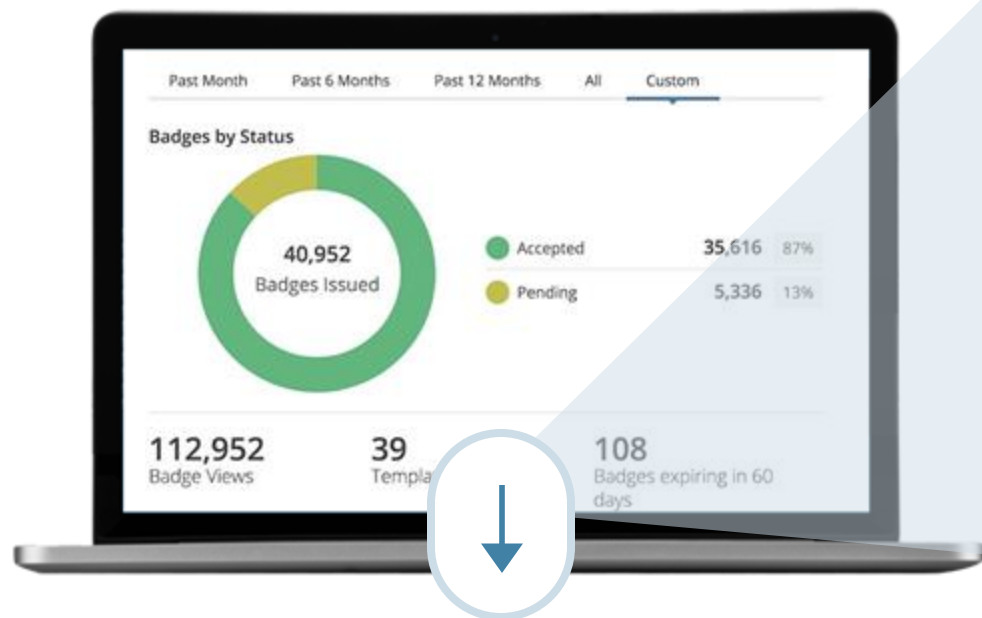
# DRIVE LEARNER ENGAGEMENT

Analytics  
provide  
insights



Issuer  
Recommendations  
guide next steps

# COMPREHENSIVE REPORTS ON PROGRAM REACH



# DIFFERENTIATE CREDENTIALS WITH METADATA

## Type

Experience / Learning /  
Validation / Certification

## Level

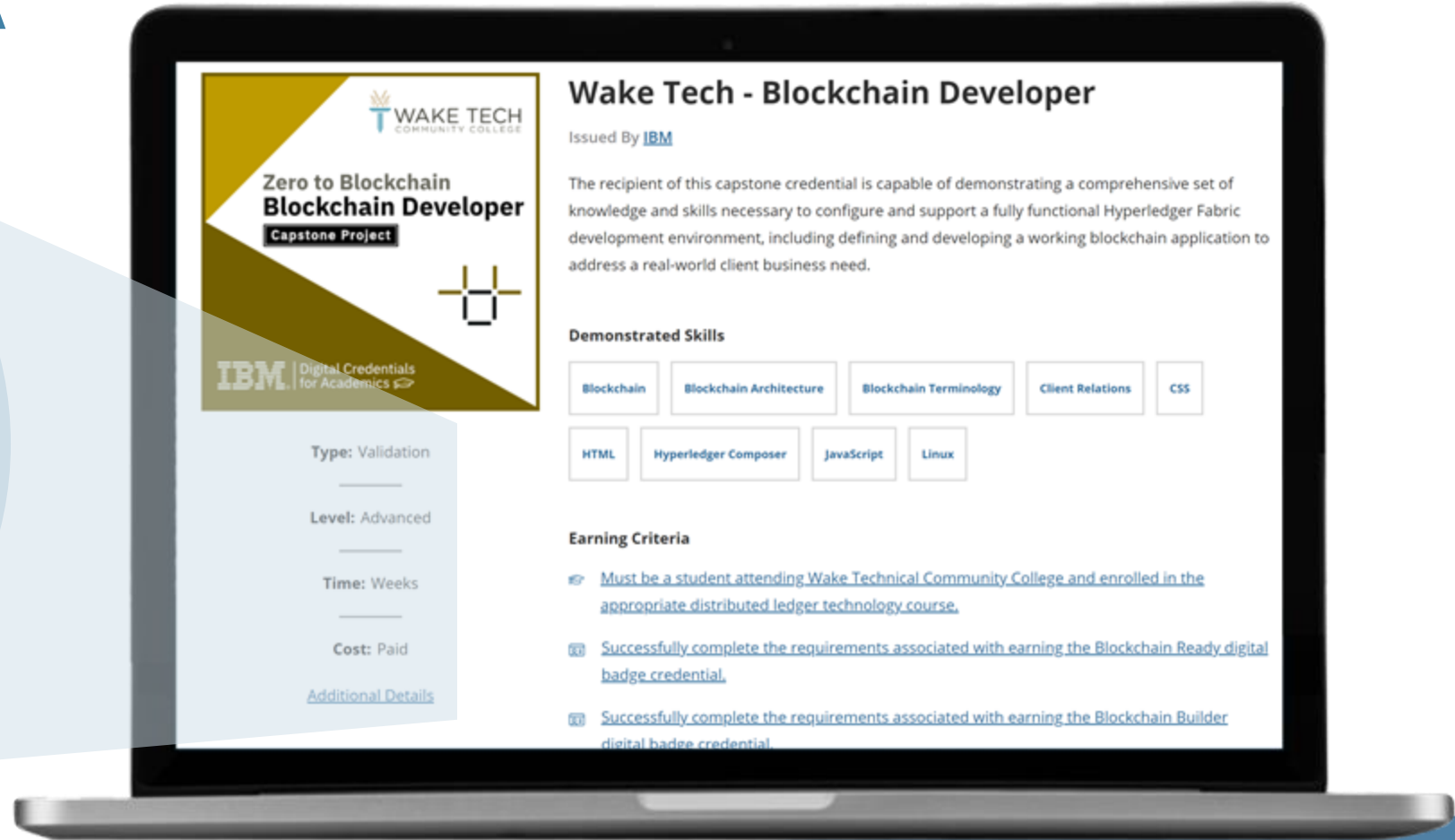
Foundational / Intermediate /  
Advanced

## Time

Hours / Days / Weeks /  
Months / Years

## Cost

Free / Paid



# DIGITAL CREDENTIALS

Cost-saving alternative to printed certificates.



Eliminates Printing & Shipping



Saves Employee Time



Boosts Organic Brand Marketing



Lowers Verification Costs


# Customized print certificates





# Official Transcripts

- Competency-based transcript
- Record of professional and academic credentials
- Easily shared digitally
  - Earners can share their official transcript directly with registrars via Credly's Acclaim platform.
- Machine-readable by college admissions systems and recruiting and talent management systems.

 OFFICIAL TRANSCRIPT - ISSUED ON 23 AUGUST 2019


Abby Loughran

ID#: 8c8c927-af01-4b8a-a74a-6f21bbb1cb41

Birth Date: 6 January 2000

aloughran@credly.com


demo-4b5c7e5.youracclaim.com/users/abby-loughran



Abby Loughran  
Saint Paul, Minnesota

←

Send your digital academic transcript  
Email your academic transcript with this easy process



JavaScript

Issued by: Acclaim

Issued to: Abby Loughran

Issued on: 6 August 2019

Description

Explore the quirky history of the JavaScript language. Learn how to use the JavaScript console and write your first line of JavaScript code. Use a variety of data types to represent data in code. Learn how to store data using variables

Course Number: CS-101

Total Credits: 1.5


Grade: Pass

Credit Recommendation

- 1.5 semester hours in Computer Science/Computer Engineering in the lower-division undergraduate category

Competencies

- Analytical Thinking



Professional Interviewing

Issued by: Koestler Academy

Issued to: Abby Loughran

Issued on: 5 February 2019

Description

Earners of this badge have been trained by industry professionals on how to most effectively interview job candidates. They display the highest level of professionalism throughout the interview process and are able to effectively guide a job candidate throughout the interview process.

Enter your full legal name and date of birth

First Name \*  
Abby

Middle Name

Last Name \*  
Loughran

Birth Day \*

Birth Month \*  
▼

Birth Year \*

Enter recipients information

Institution or Organization \*

Recipient First Name

Recipient Last Name

Recipients Email \* (separate by comma)

Subject \*  
Abby Loughran has shared their transcript with you via Acclaim

Custom Message

Continue

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# PUBLIC DIRECTORY FOR ALUMNI

## **Connect Learners to Opportunities**

- Make learners discoverable for skills and achievements they have.
- Support alumni in the gig economy
- Recruiters, hiring managers and others can search your credential earners by credential name, skill, and location.

## **Attract & Retain Learners**

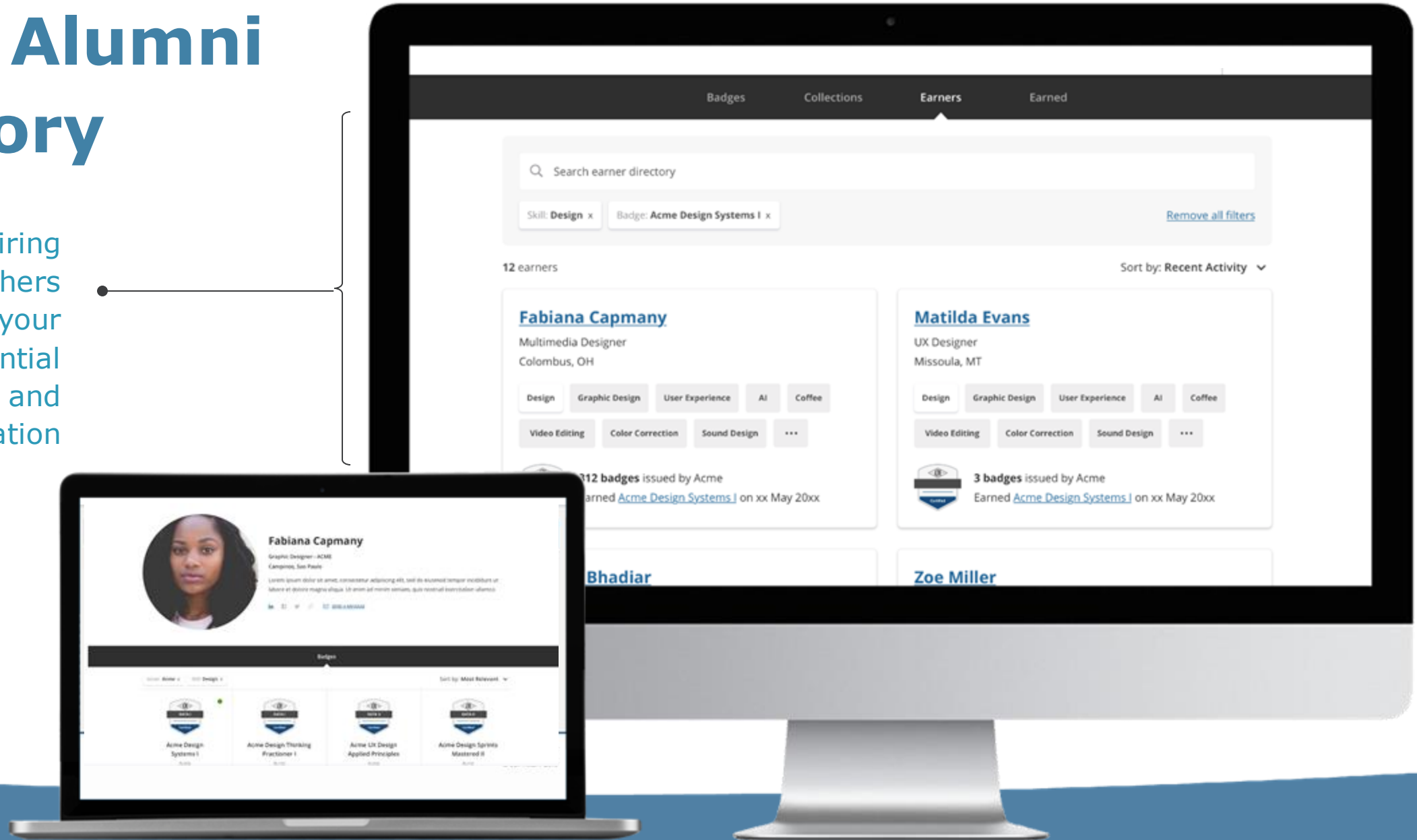
- Become the source for qualified talent.
- Market directory exposure as an alumni benefit.

## **Save Time and Resources**

- No technical resources required to setup or maintain directory.
- Credly's Acclaim platform handles all compliance and GDPR requirements.

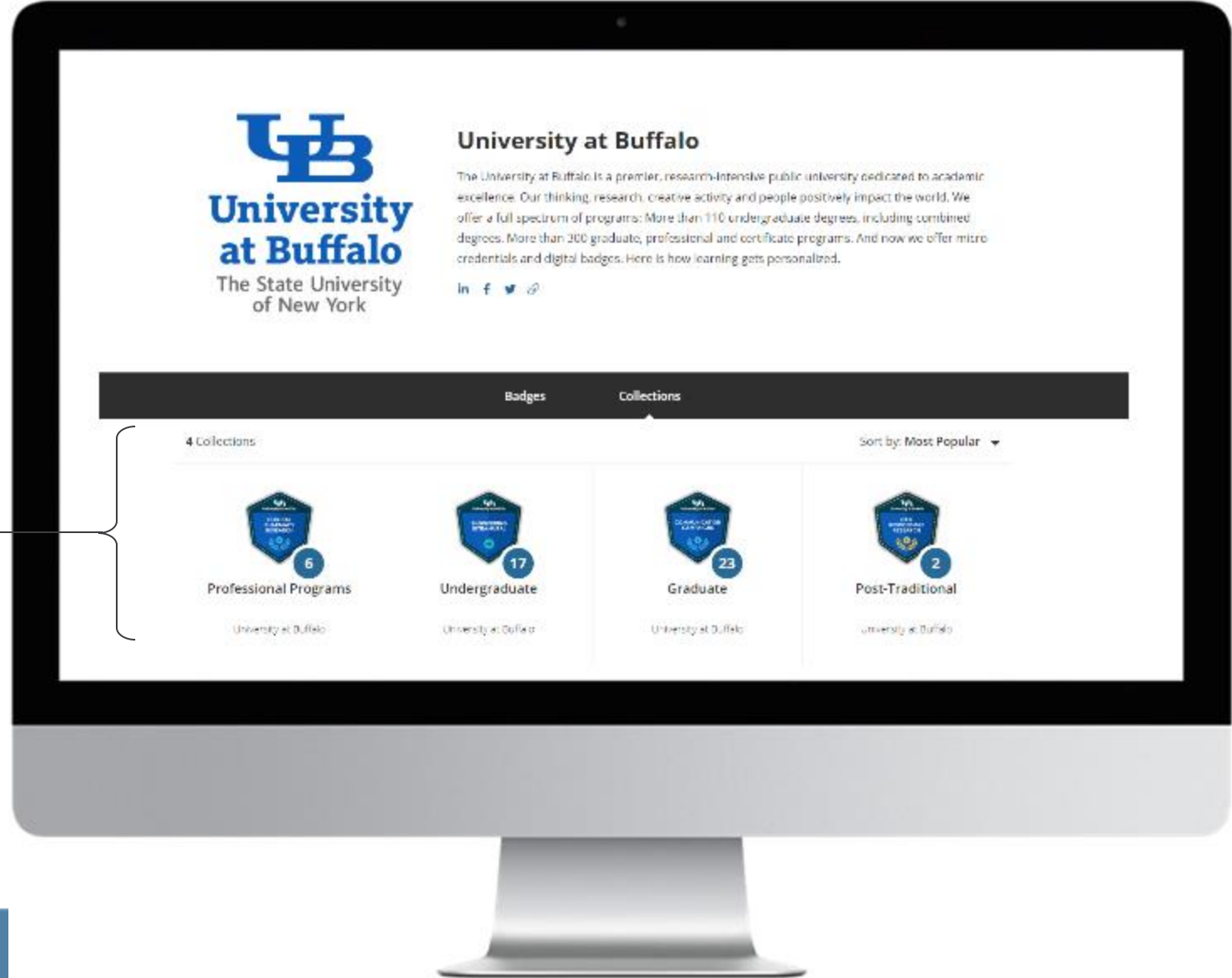
# Public Alumni Directory

Recruiters, hiring managers and others can search your earners by credential name, skill, and location



# SUPPORT FOR THE ENTERPRISE UNIVERSITY

Collections of  
credentials for each  
department or  
program

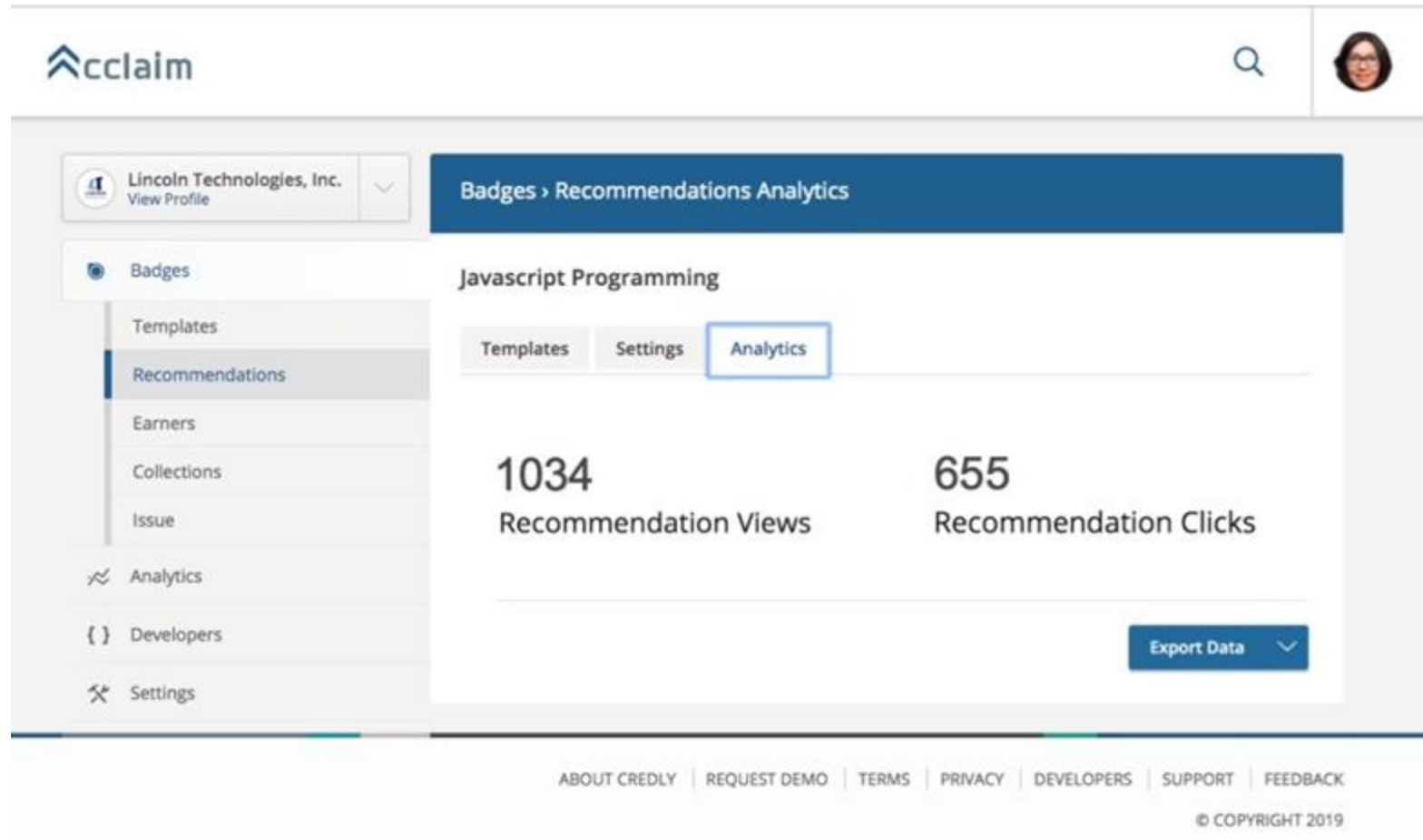


# Recommendations drive engagement and progress

- **Recommendations guide earners in taking a next step after accepting a badge**
- **Issuers can create recommendations for:**
  - Pathways
  - Next badge in a sequence
  - Education opportunities
  - Employment opportunities
  - Participation opportunities
  - Event offers
  - Other member service offers
  - Additional information

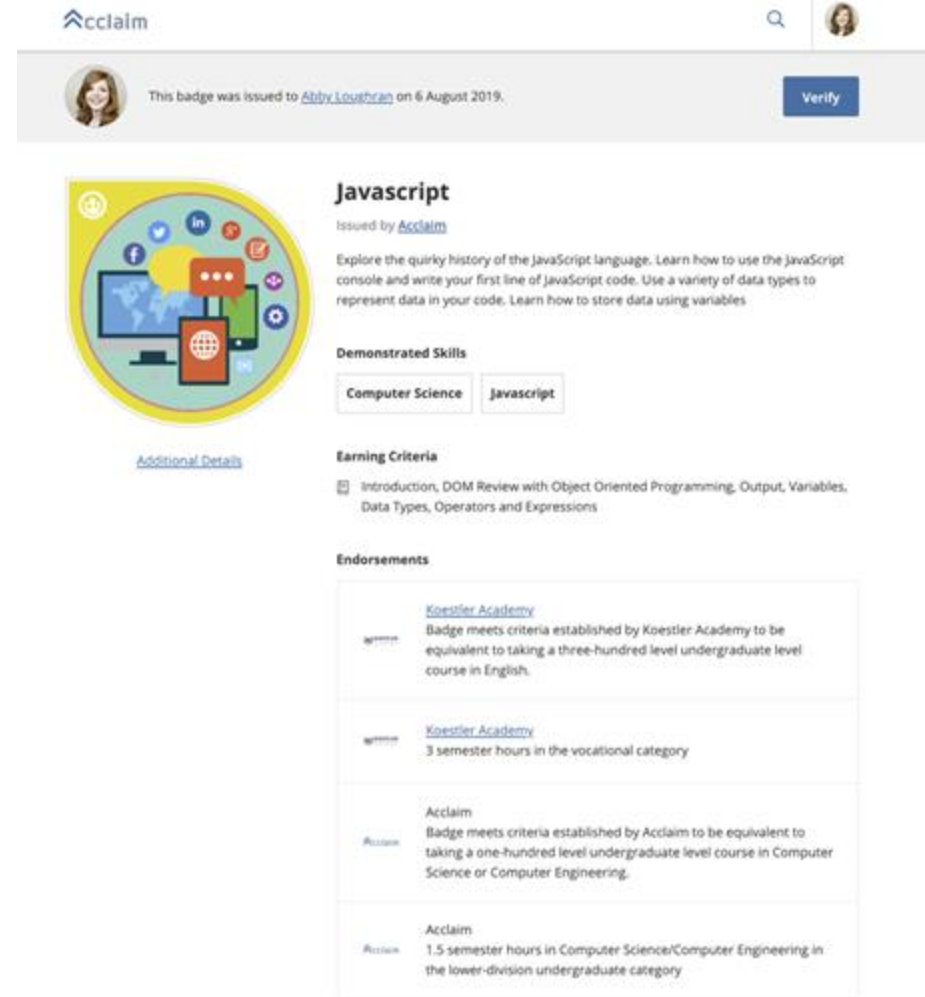
The screenshot shows the 'Acclaim' user interface for 'Badges > Recommendation Settings'. On the left is a sidebar menu with options: Badges, Templates, Recommendations (highlighted), Earners, Collections, Issue, Analytics, Developers, and Settings. The main content area is titled 'Recommendation' and includes the instruction: 'Provide recommended next steps for a user who has earned this badge.' Below this is a 'Type' dropdown menu with 'Badge' selected, and a list of options: Badge, Education, Employment, Information, Offer, and Participation. A 'Cancel' button is located at the bottom left of the main content area. The footer contains links for 'ABOUT CREDLY', 'REQUEST DEMO', 'TERMS', 'PRIVACY', 'DEVELOPERS', 'SUPPORT', and 'FEEDBACK', along with the copyright notice '© COPYRIGHT 2019'.

# Recommendations Analytics



# Endorsements

- Built in partnership with the American Council on Education, this new feature enables third-party endorsements of a digital credential on Credly's Acclaim platform.
- Endorsements add contextual value and validity to a credential for the issuer and earner.
- They may include details such as credit recommendations - including hours and level (i.e. undergraduate, graduate), competencies or CEU value.
- Credential endorsements appear on an earner's official transcript



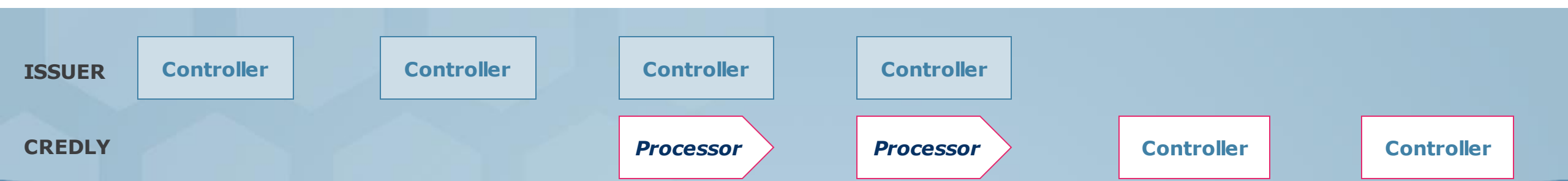
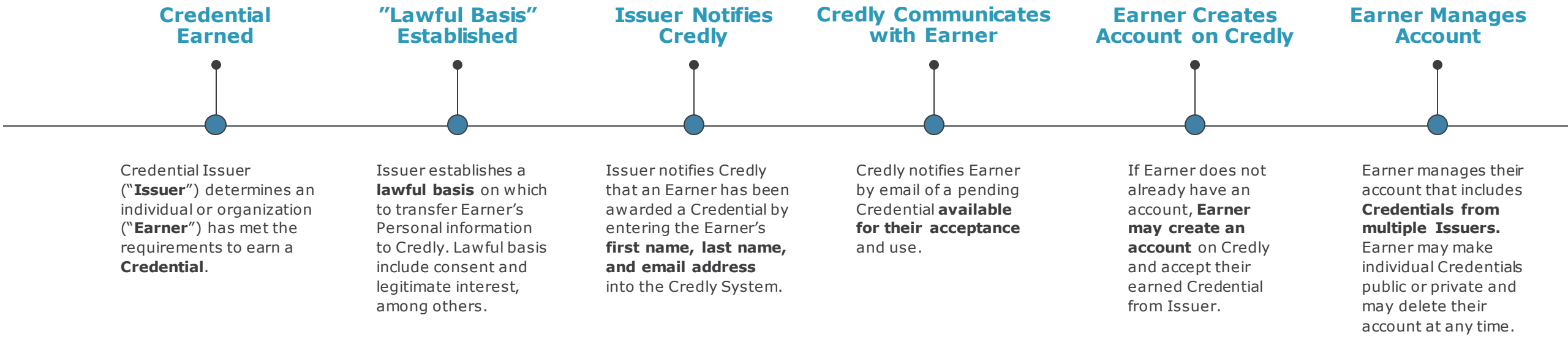
The screenshot shows a digital badge for "JavaScript" issued by Acclaim. The badge is circular with a yellow border and contains icons for various social media and technology. Below the badge is a link for "Additional Details". To the right of the badge, the text "Issued by Acclaim" is followed by a description: "Explore the quirky history of the JavaScript language. Learn how to use the JavaScript console and write your first line of JavaScript code. Use a variety of data types to represent data in your code. Learn how to store data using variables." Below this, under "Demonstrated Skills", are two buttons: "Computer Science" and "JavaScript". Under "Earning Criteria", there is a list of topics: "Introduction, DOM Review with Object Oriented Programming, Output, Variables, Data Types, Operators and Expressions". The "Endorsements" section lists four endorsements:

Issuer	Endorsement Text
Koestler Academy	Badge meets criteria established by Koestler Academy to be equivalent to taking a three-hundred level undergraduate level course in English.
Koestler Academy	3 semester hours in the vocational category
Acclaim	Badge meets criteria established by Acclaim to be equivalent to taking a one-hundred level undergraduate level course in Computer Science or Computer Engineering.
Acclaim	1.5 semester hours in Computer Science/Computer Engineering in the lower-division undergraduate category

# ENSURING GDPR COMPLIANCE



This company is currently a participant in TRUSTe's APEC Cross Border Privacy Rules (CBPRs) Certification program.





# Examples & Case Studies

# UNIVERSITY EXAMPLES



# COLLEGE EXAMPLES



# ORACLE ADDS VALUE WITH DIGITAL CREDENTIALS



Credential acceptance rates rose **40%** since the program launch and are above IT industry standards.



**73%** of the program's pilot participants found badging to be more useful than paper certificates.



Increased awareness of program, garnering nearly **2M** impressions in 2018.

# VMWARE CREATES JOB OPPORTUNITIES WITH DIGITAL CREDENTIALS



**1 out of 2** Badge Earners have 2+ VMware Badges



**95%** of Badge Earners feel it's important to display tech credential online



**77%** of Badge Holders believe that badges improve job opportunities



**26%** of respondents said they received a job offer or promotion upon sharing their badge with a future employee

# IBM GENERATES RESULTS WITH DIGITAL CREDENTIALS

125%

**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

92%

**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



Certifications achieved a **57% pass rate increase**

64%

**64% direct increase** in product trial downloads.



**195 countries** are represented in the skills registry

694%

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

# AUTODESK EMPOWERS WORKFORCE WITH DIGITAL CREDENTIALS

32%

Got a new job



**19%** Earned a raise

13%

Won new business

29%

Experienced other  
job-related benefits



**15%** Earned  
a promotion

19%

Experienced  
job security

# FORGEROCK INCREASES CERTIFICATION COMPLETIONS WITH DIGITAL CREDENTIALS



Certification exam volume skyrocketed by 751% within 6 months of ForgeRock's digital credential program launch.



Certification exam volume increased by 96% year-over-year.



ForgeRock's digital credentials have generated thousands of positive brand impressions online.