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The viral marketing impact is enormous:
280,000 potential views for every 1000 badges that are claimed.



A printed certificate might reach 8 people who walk past an office and notice it on the wall

What is a Digital Badge?

- A digital emblem symbolizing skills and accomplishments
- Contains detailed content describing how the earner achieved the badge
- Represents attained knowledge, specific skill, set of skills, certificate, etc...
- Easy to share in social media: LinkedIn, Twitter, FB, blogs
- Tethered to Madison College to validate and verify achievement



Industry executives citing finding appropriately skilled workers in local labor markets as the greatest challenge related to skills



Corporate recruiters that indicated they cannot find applicants with sufficient practical experience

LinkedIn profiles with certifications/badges receive 6X more views.

Sources

- Global Skills Study Q13 – What are your organization’s greatest challenges related to skills? n = 3,361
- Pursuit of relevance: How higher education remains viable in today’s dynamic world. IBM Institute for Business Value. June 2015. 3. Q21 “What are your greatest challenges in recruiting the right candidates from higher education institutions?” n = 132

 **Timely**

 **Verifiable**

 **Portable**

 **Discoverable**

 **Differentiating**

Badge Earner



Broadcast Achievements

Signals skills and achievements to peers, potential employers and others

Motivate Participation

Provides instant recognition for achievement

Engagement and Retention

Working harder to earn badges = better grades and engagement

Develop Personal Brand

Displays verified achievements across the web. Improves social connections with peers, employers and clients

Up-Skilling/Life-long Learner

Older degrees can be enhanced with new credentials, as needed basis

LEARN IT.

Institution



Increase Engagement/Retention

Badges directly linked to Institution; micro-credentials encourage continuation to the next credential

Enhance Brand

Significant social media benefit: thousands of brand marks flooding LinkedIn, Twitter, Facebook, blogs and company websites

Increase Recruitment

Viral social media exposure; opportunity to earn extra credentials allows students to stand out among similar programs

Up-Skill Workforce

Micro-credentials allow individual who already holds degrees the opportunity to enhance their skills

EARN IT.

Employer



Verified Skills

Provides a trusted “seal of approval” for employers validating existing talent or potential hires

Candidate Selection

Provides an easy way to identify candidates to hire or promote; reduce HR time

Improved Company Performance

Motivates employees to drive their own development and improve the performance of the organization

Employee Retention

Allows the employer to align candidate with job that exploits already proven skills/interests

SHARE IT.