The IBM Open Badge Success Story

David Leaser | Senior Program Executive
Jim Daniels | Senior Manager, IBM Digital Credentials
Data Science and Cognitive Computing Courses

Build Data Science and Cognitive Computing skills for free today.

Free Courses Sign Up

What are the benefits?

IT'S FREE
Our courses are free so you have nothing to lose!

EARN BADGES
Earn badges for your portfolio

EXPAND YOUR KNOWLEDGE
We have courses for all skill levels

@david_leaser
FIVE REASONS WHY ONLINE COURSES FAIL

- Anonymity or lack of shame
- No penalty or consequence
- No interaction or late engagement
- No symbol of achievement
- No marketable benefit toward employability

“Finishing a course is like giving yourself a pat on the back.”
KNOWLEDGE AND LEARNING ARE NOT ENOUGH
THE CHALLENGE: BUT WHAT TO DO?

HOW CAN WE INCREASE ATTENDANCE BY 10% AND COMPLETIONS BY 25%?
The IBM Open Badge Program begins
Digital emblem which symbolizes skills and achievements

Contains metadata with skills tags and accomplishments

Provides a progression path to advance commitment

Analytics provide insight into how a program is performing

Easy to share in social media: LinkedIn, Twitter, FB, blogs

Tethered to badge issuer to validate and verify achievement

IBM OPEN BADGES: VERIFIED WITH METADATA

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THE RESULTS FOR IBM HAVE BEEN SUBSTANTIAL

**Student Enrollments**
- Before: 10589
- July: 12260
- Oct: 24253
- **129%↑** Increase in enrollments compared to six week period leading up to launch of badge program

**% of Enrollments Completing Courses**
- Before: 2,061 (19%)
- July: 3,505 (29%)
- Oct: 15,010 (62%)
- **226%↑** Increase in course completion rate when compared to six week period leading up to launch of badge program

**No. of Students Passing EoC Assessment**
- Before: 1189
- July: 1975
- Oct: 9442
- **694%↑** Increase in number of students passing EoC assessments compared to six week period leading up to launch of badge program

**EoC Assessment Pass Rate to Enrollments**
- Before: 1189 / 10589 (11%)
- July: 1975 / 12260 (16%)
- Oct: 9442 / 24253 (39%)
- **255%↑** Increase in the rate of students enrolled who went on to pass the EoC assessment

40% Avg for all other courses
23% Avg for all other courses

@david_leaser
87% say they are now more engaged with IBM

57% increase in certification pass rates

64% increase in product trial downloads

92% say badges are valuable to verify job skills

NOTE: LinkedIn profiles with certifications and badges receive 6x profile views.
2.5 million potential views for every 10,000 badges

SOCIAL MEDIA IMPRESSIONS ARE SUBSTANTIAL
Big Data Hadoop Fundamentals

This badge holder has a basic understanding of how to use Apache Hadoop, can describe what Hadoop is and the need for it, that data is stored in a timely manner. The individual also understands how to work with the Hadoop Distributed File System (HDFS) both from the command line and using tools. This badge is supported with IBM BigInsights.

**Top Employers**

<table>
<thead>
<tr>
<th>Employer</th>
<th>Job Postings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oracle Corporation</td>
<td>1,297</td>
</tr>
<tr>
<td>CTG - Computer Task Group</td>
<td>1,038</td>
</tr>
<tr>
<td>Accenture</td>
<td>779</td>
</tr>
<tr>
<td>Amazon</td>
<td>762</td>
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<tr>
<td>IBM</td>
<td>648</td>
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</tbody>
</table>

**Top Job Titles**

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Job Postings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Scientist - 128225</td>
<td>395</td>
</tr>
<tr>
<td>Senior Hadoop Engineer</td>
<td>325</td>
</tr>
<tr>
<td>Senior Manager Business Analytics</td>
<td>264</td>
</tr>
<tr>
<td>Epic Cogito Data Architect</td>
<td>225</td>
</tr>
<tr>
<td>Digital Analyst</td>
<td>222</td>
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</table>

**Top Locations**

<table>
<thead>
<tr>
<th>Location</th>
<th>Job Postings</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York, NY</td>
<td>2,039</td>
</tr>
<tr>
<td>San Francisco, CA</td>
<td>1,306</td>
</tr>
<tr>
<td>Seattle, WA</td>
<td>1,098</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>760</td>
</tr>
<tr>
<td>San Jose, CA</td>
<td>636</td>
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</table>

**Salary Ranges**

<table>
<thead>
<tr>
<th>Salary Range</th>
<th>Job Postings</th>
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</thead>
<tbody>
<tr>
<td>$100,000 or More</td>
<td>15,153</td>
</tr>
<tr>
<td>$80,000 - $99,999</td>
<td>6,390</td>
</tr>
<tr>
<td>$50,000 - $79,999</td>
<td>4,716</td>
</tr>
<tr>
<td>$30,000 - $49,999</td>
<td>1,082</td>
</tr>
<tr>
<td>Less than $30,000</td>
<td>450</td>
</tr>
</tbody>
</table>
Developing a High Impact Digital Credential Program with Open Badges
START WITH WHY

Badge value for three essential stakeholders!

**BADGE ISSUER**
- Differentiate and promote your organization
- Increase / verify talent pool
- Promote continuous engagement, progression and advocacy

**BADGE EARNER**
- Receive Instant recognition for achievements
- Evidence-based credential
- Shareable skills currency to build personal brand and unlock opportunities

**BADGE CONSUMER**
- Validate expertise of resources
- Trusted credential for recruiting and hiring
- Employee performance tool for upline mgmt
- Peer Awareness

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Make sure your badge strategy aligns to business strategy and objectives

Provide ongoing visibility to executives on successful badge program outcomes
BUILD AN OPERATIONAL FRAMEWORK

1. Establish an advisory team
2. Program scope and objectives
3. Badge program governance & coordination
4. Badge-worthy assessment criteria
5. Infrastructure and Integration Needs
6. Support workflows
7. Landing page best practices
8. Stakeholder badging operations guide
9. Data privacy considerations & Guidelines
10. Tools to capture metadata and issuer details
11. Badge visual design assistance
12. Badge visual application guidelines
13. Benefits-driven communication strategy
15. Measure, evaluate, adjust
CHOOSE YOUR BADGING PLATFORM WISELY

- Purpose-built, scalable platform
- Valuable badge earner profile features
- Secure
- Robust admin capabilities
- Intuitive template development tools
- Detailed analytics and reporting
- Simple and easy for all users
- APIs for LMS integration
- Mobile device ready
- Cost effective

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5

ESTABLISH MEASURES OF SUCCESS

- 1,084 Badged activities
- 275K Badge earners
- 536K Badges issued
- 140M Social media impressions
- 92% Claim rate
- 191 Countries

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CREATE A THOUGHTFUL BADGE DESIGN

**Base Badge Emblem**
- MAX OF 30 CHARACTERS
- IBM logo must be used
- ICON CANVAS
- Upper band text can be personalized
- Add. Text
- Standard colors for different badge types
- Stars depicting levels may be used
- Lower band can be personalized
- Icon/logo provided by badge issuer org
- Inside text may be added

**Personalized Badge Emblem**
- MAX OF 30 CHARACTERS
- IBM SECURITY
- KNOWLEDGE
- SKILL
- PROFICIENCY
- GENERAL
- CERTIFICATION
# Start by Badging What You Have

<table>
<thead>
<tr>
<th>Training Completion</th>
<th>Rewarding Progression</th>
<th>Engagement and Contribution</th>
<th>Performance Driven Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
<td><img src="image3.png" alt="Image" /></td>
<td><img src="image4.png" alt="Image" /></td>
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<table>
<thead>
<tr>
<th>Stand and Deliver</th>
<th>Award Programs</th>
<th>Academics and Internships</th>
<th>Professional Certification</th>
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</thead>
<tbody>
<tr>
<td><img src="image5.png" alt="Image" /></td>
<td><img src="image6.png" alt="Image" /></td>
<td><img src="image7.png" alt="Image" /></td>
<td><img src="image8.png" alt="Image" /></td>
</tr>
</tbody>
</table>

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Will you *capture interests* in addition to knowledge and skills?
7 START BY BADGING WHAT YOU HAVE

Learning Paths
Pick one of our selected learning paths, and get started today!

FEARED

Deep Learning
Through our guided lectures and labs, you’ll first learn Neural Networks, and an overview of Deep Learning, then get hands-on experience using TensorFlow library to apply deep learning on different data types to solve real world problems.

Data Science Fundamentals
When a butterfly flaps its wings what happens? Does it fly away and move on to another flower or is there a spike in the rotation of wind turbines in the British Isles. Learn data science today and enter a world where we work to create order out of chaos that will blow you away!

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7 START BY BADGING WHAT YOU HAVE

FORMAL CERTIFICATION

IBM Certified Application Developer - Cloud Platform V1

This IT professional understands concepts essential to the development of Cloud applications. They have successfully demonstrated experience using the IBM Bluemix Platform for planning and implementing cloud ready applications, enhancing cloud application using managed services, and using DevOps services and tools to manage applications.

SKILLS
- AlchemyAPI
- Autoscaling
- Bluemix
- Cloud Computing
- CloudFoundry
- Cloudant
- Data Cache
- DataWorks
- DevOps
- Hybrid Cloud
- IaaS
- MQ Light
- Messaging Service
- ObjectStore Storage
- PaaS
- Private Cloud
- Public Cloud
- SQL
- SaaS
- Security
- Single Sign On
- dashDB

WHAT IT TAKES TO EARN THIS BADGE

This IT Professional has successfully passed the IBM Certification Test C5050-285: IBM Cloud Platform Application Development v1

View Additional Information »
LEARNING PATH PROGRESSION

7 START BY BADGING WHAT YOU HAVE

Has acquired knowledge of applying IBM Design Thinking in their job and on their projects

Able to organize and coach teams in the practice of IBM Design Thinking.

Able to lead organizations as they adapt and apply IBM Design Thinking

Is well recognized for their authority and demonstrated mastery of IBM Design Thinking.

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START BY BADGING WHAT YOU HAVE

IBM Academy of Technology

Technical Leadership for more than a quarter century

Our IBM Academy of Technology (AoT) was formed in 1989 as a community of the best technical minds in IBM to provide innovation, technical advice and critiques as well as support cultural change across all business units and across the globe. Today, our AoT continues to be a community of selected IBM top technical leaders organized to advance the understanding of key technical areas & trends, enable, attract & retain the technical community, and engage our clients in technical pursuits of mutual value.

MEMBERSHIP  •  AWARD  •  ENGAGEMENT

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START BY BADGING WHAT YOU HAVE

Membership

Award

Engagement

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7 START BY BADGING WHAT YOU HAVE

ACADEMIC INTERNSHIP

IBM Extreme Blue™
IBM Extreme Blue™ is IBM's global internship program for top business and technical students. It is founded on 3 key elements: world-class talent, technology and business innovation. Each year, more than 50 projects spread across labs in the US, Canada, Europe, China, and India are run. This badge earner is recognized for their creativity, innovation, and technical ingenuity in solving real world problems, and has demonstrated the ability to work under deadlines while in a team environment.

This badge is issued by IBM

SKILLS
- Agile
- Collaboration
- Innovation
- Presentation Skills
- Teamwork

WHAT IT TAKES TO EARN THIS BADGE
- Interns must be studying or have completed a relevant University Degree.
- Interns must apply via the individual country lab specific program recruitment process and be accepted into the program.
- Successful completion of the 12-week IBM IBM Extreme Blue™ program.

View Additional Information

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EDUCATE, COMMUNICATE, PROMOTE

IBM Digital Credentials Community
Verified digital credentials for recognition of skill, achievement and contribution

Digital Credentials
What are they and how do they help IBMers
Watch our video

Digital Badges Search
Visit YL to find badges related to your area of interest
search badges

Digital credentials are the future, and they are here now
Digital credentials are transforming how IBM is engaging, recognizing, and managing talent
Learn Why

Digital credentials add value
Organizations across IBM are using digital credentials to grow talent and changes lives
Learn How

Digital credential strategies rely on Open Badges
Open badges are a new online standard to recognize and verify skills, achievement, and contribution
Learn What

FAQ
News
Badge List

Resources for Badge Earners
Information for individuals who want to earn an IBM Open Badge and be recognized for your skills, achievements, and contributions

Resources for Badge Consumers
Information for groups or individuals (internal or external to IBM) who have a need for or interest in people with particular skills and digital credentials

Resources for Badge Issuers
Instructions for IBM business groups who want to create and issue new IBM Open Badges to your target stakeholders

@david_leaser / @danielsjie
Uniqueness
Free / no risk
Easy
Why you should care
Benefits

Consider A/B testing your letters!

Congratulations! You have been selected to receive an IBM digital badge as a result of recently completing one or more activities with IBM or one of our IBM Business Partners.

IBM is providing this service free of charge to allow you to share and promote your IBM achievements on LinkedIn, Twitter, and Facebook, as well as your own personal websites and blogs.

In addition to receiving a digital badge to acknowledge your recent accomplishment, you will also receive the following:
- Web-enabled version of your badge
- "Badge wallet" where you can manage your badges
- Secure means of storing and publishing your credentials

To accept your free digital badge, check your email inbox in a few days for a message that says, "You earned a new IBM badge." Open the email, set up an Acclaim account as instructed in that email and claim your badge. You can share your new badge immediately or return to the Acclaim system to share your badge at a later date. To learn more about Acclaim, go to www.youracclaim.com.

Why this is important to you: IBM credentials are recognized, respected, and valued globally in the IT industry, but communicating your credentials in today's ever-expanding online marketplace can be challenging. IBM is providing this service so you may easily and quickly share verified proof of your achievements wherever and whenever you choose. Your IBM credentials will be represented by a digital image containing verified metadata describing your qualifications and the rigorous process required to earn them.

Badging provides you with many significant benefits, including the ability to:
- Combine your credentials to form a complete overview of your skills
- Display your accomplishment in your e-mail signature
- Display your qualifications on social and professional networking sites
- Provide employers with easy, valid verification of your credentials
IBM Security Open Badges

Earn digital credentials from IBM Security

Broadcast your skills and achievements on LinkedIn, Facebook, and Twitter

Digital credentials are revolutionizing the way the industry assesses and promotes skills and achievements.

The IBM Open Badge Program is at the leading edge of this badges revolution, and IBM Security is developing badges opportunities to learn, invest, and promote expertise in critical security areas.

The list of current badge opportunities are shown below. Add these badges to your catalog of experience and share on your social networks.

IBM leverages the services of Pearson VUE Acclaim (a 3rd party) to assist in the administration of the IBM Open Badge Program. In order to issue you an IBM Open Badge, your name, email address and badge earned will be shared with Pearson VUE Acclaim, who will treat your details in a manner consistent with IBM's policies. You will receive a notification from Acclaim at which point you will have the option to accept the badge. Currently, IBM Open Badges are not issuing badges in Germany and Austria until further notice. We will advise when Open Badges becomes available.

Explorer badges

**IBM QRadar® SIEM Foundations**
The badge holder has a basic understanding of QRadar SIEM foundation concepts and knowledge of collection, correlations, and alerts flows. The learner understands how to navigate the user interface and how to investigate offenses and analyze information from QRadar SIEM.

**IBM BigFix® Advanced Concepts**
The badge holder has an advanced understanding of BigFix, can describe the full feature set and the need for BigFix to be able to detect and remediate endpoint problems in a timely manner.
Where’s my badge?

1. Set clear expectations
2. Issue badges in real-time when possible
3. Use API capabilities to streamline issuing
4. Send reminders to drive badge acceptance
5. Use caution when issuing retroactive badges
Consider using a program design partner
Survey to find out what works and what doesn’t
# 10 STEPS TO A HIGH-IMPACT BADGE PROGRAM

## Step 1. Start with why
- Drivers
- Stakeholders

## Step 2. Executive buy-in
- Strategic alignment
- Outcome visibility

## Step 3. Operational framework
- Critical
- Start with a pilot?

## Step 4. Badging Platform
- Simple, easy, scalable
- Trusted

## Step 5. Measures of success
- Engagement
- Progress toward objectives

## Step 6. Badge design
- Simple and flexible
- Memorable

## Step 7. Badge what you have
- Training completion
- Certification and accreditation

## Step 8. Educate, Communicate, Promote
- Tailor to each stakeholder
- Expectations are essential

## Step 9. Timely issuing of badges
- Improved badge acceptance rates
- Improved ongoing engagement

## Step 10. Monitor, Evaluate, Adjust
- Badging is evolving
- Be prepared for change

@david_leaser / @danielsje
I was having a tough time finding a job because my computer skills were considered 'out of date' and the IBM badges were the perfect way to show employers that I could easily get back up to speed and learn new skills.

After sharing her badge to LinkedIn, Twitter and to her online portfolio, Coletta received a job offer after an employer verified her badges.

https://www.youtube.com/watch?v=HCTUXB-Rg38

@david_leaser / @danielsje
THANK YOU!

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- Twitter: @danielsje
- LinkedIn: linkedin.com/in/danielsje
- IBM: danielsj@us.ibm.com