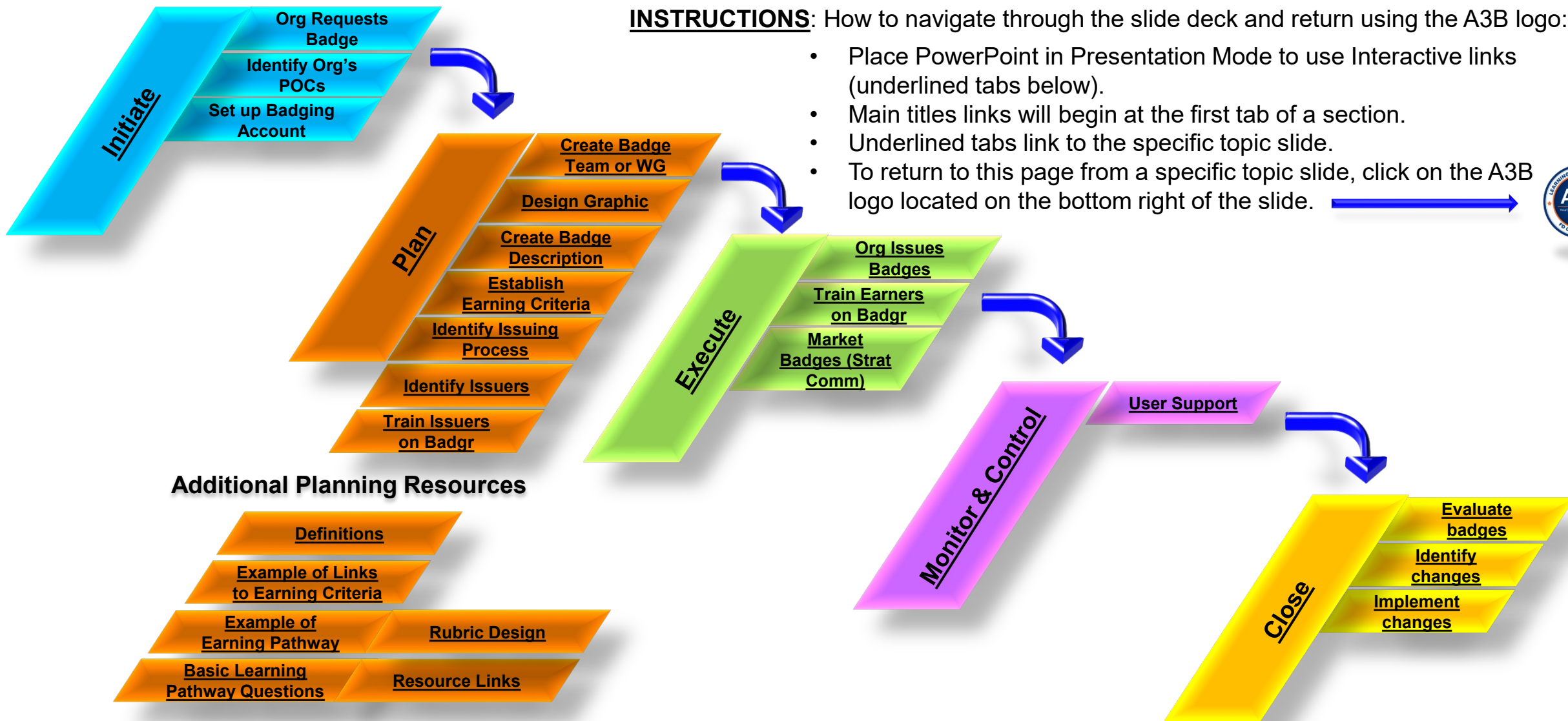




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Badging Process – Interactive Version



INSTRUCTIONS: How to navigate through the slide deck and return using the A3B logo:

- Place PowerPoint in Presentation Mode to use Interactive links (underlined tabs below).
- Main titles links will begin at the first tab of a section.
- Underlined tabs link to the specific topic slide.
- To return to this page from a specific topic slide, click on the A3B logo located on the bottom right of the slide.





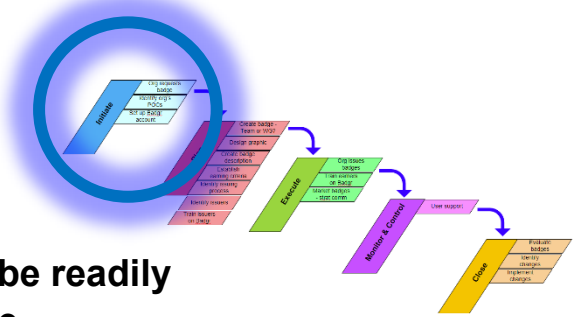
Initiate



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Organizations Request Badges

- The first step to creating digital badges is to work with senior leadership (CFM, Occupational Director, or equivalent organizational decision-makers) to determine the vision and intent of digital badges, and to select the best digital badge development process.
- Items that exist in workforce development plans (items already recognized by the career field) can be readily converted to digital badges at the recognition / aggregation level and will follow the AETC digital badge development process (see Section 3.2.). Items that do not exist in workforce development plans (items not previously recognized by the career field but recognized as valuable data points for the career field) will follow the AETC digital badge development process (see Section 3.2.). Items identified by the career field that could be developed independently of a formal design process will follow the non-standard development process (see Section 3.3.). Click [HERE](#), to review referenced sections of the Digital Badging Handbook.



Identify organizations POCs

- Senior leadership will identify SMEs, other working group members, and other partners, if required, to develop new digital badges for the respective community.
- Senior leadership will determine the target audience, the force development needs, and the digital badges' priority objective of talent management, talent development, and/or transition management.

Set up Badging account

- AETC/A3BD will create accounts for Administrators within the organization developing digital badges.





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Plan: Create Badge: Team or Working Group?



Plan

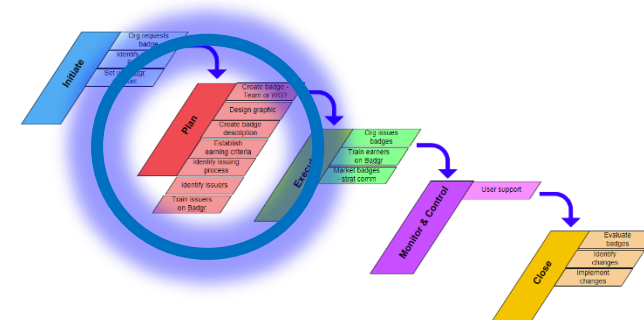
- Identify what approach will work best for your community: Team or Working Group

- Team

- Occupational / Organizational Senior Leader (CFM, Occupational Director, or equivalent organizational decision-makers)
 - Provide a leadership vector throughout the digital badge plan, design, development, test, and evaluation processes.

- Working Group

- SME Workgroup (WG) – the focus of the SME WG is to identify a list of items to capture as a badge(s), develop an initial badge prototype, and solicit feedback / guidance from the CFM (or equivalent).
 - Review SME Workgroup (WG) under Section 3.2.1 Plan to see the detailed outline of the working group plans. ([Digital Badging Handbook](#))





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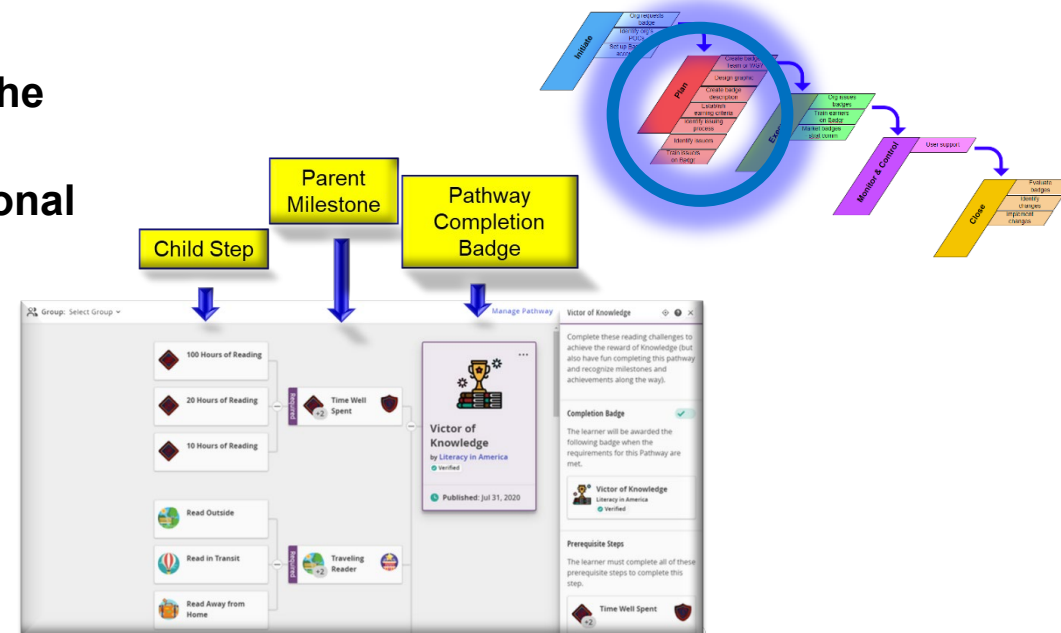
Plan: Badge Graphic Details (1 of 2)

[Click Here to View Page 2 of 2](#)



Plan

- Design a graphic and description that professionally represents the organization for your Canvas Credentials landing page.
- Design a digital badge graphic template to be used for organizational digital badge templates. Each badge will follow the template.
- An individual badge will be required for each of the following:
 - Issuer Organization
 - Pathway Completion
 - Parent Milestone
 - Child Step (Micro-Credential)
- An uploaded image should be square and saved in .PNG or .SVG format. 400x400 pixels is ideal.
- Preview your image at around 90x90 device pixels to ensure that elements are not unclear in an icon-sized badge.
- The size of the badge image on the rubric should be as consistent as possible across all the badges for a particular Issuer.
- Click here for detailed design information: [Custom Badges/Visuals Guidelines.](#)



[Click here to view page 2 of 2](#) →



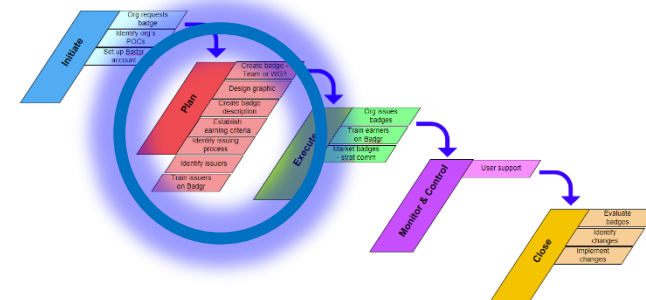


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Plan: Badge Graphic Details (2 of 2)



How do we create unique badge designs?



SHAPE

The shape of a badge is typically the first thing that your recipients will see. It can be used to convey meaning and evoke feelings. Unusual shapes, if used correctly, may be more eye-catching and help to set your badges apart. It's important to remember that all badges must fit inside a square aspect ratio.



COLOR

Color is an easy way to differentiate your badges and impart meaning. We recommend starting with a limited palette of three to five colors, as too many colors can make your badge designs feel disjointed and chaotic. We've found that a carefully chosen and branded color palette will help focus your message.

ICONOGRAPHY

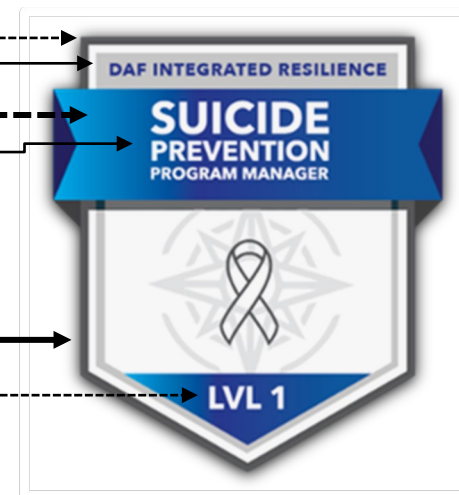
Iconography is a great way to differentiate badges within your system. Decisions about illustration style and imagery should be made in conjunction with your brand and audience.

TEXT

The inclusion of text in a badge should be well thought out. Text only works if it is large enough and short enough to fit into the badge image. At smaller badge sizes, text tends to be illegible, so consider why text is critical to include as part of the badge image.

PROGRESSION

Progression can be communicated through combinations of badge elements that visually represent progress, tiers of achievement, and leveling up.



Information provided from the Canvas Credentials website:
[Recommended specifications for badge images - Instructure Community \(canvaslms.com\)](https://canvaslms.com)





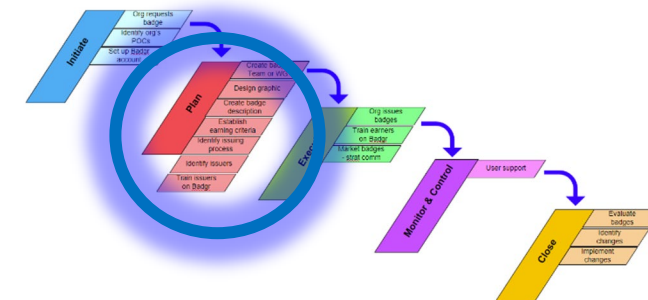
Plan: Establish Earning Criteria



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Credential / Badge Criteria

- A brief description (and visual representation) of what the badge Earner must do to earn the badge.
- The list of criteria required for an individual who wants to pursue this credential.
- The criteria should be written in the present tense with action verbs to denote the items needed for the Earner to achieve this badge.
- Earning criteria may be linked to a relevant external URL for additional information.
- Overall, you should keep in mind how outsiders will read this credential when defining the earning criteria. Keep the language clear and simple.
- Avoid business jargon and too many details. A URL to a longer explanation might be more helpful than additional details.



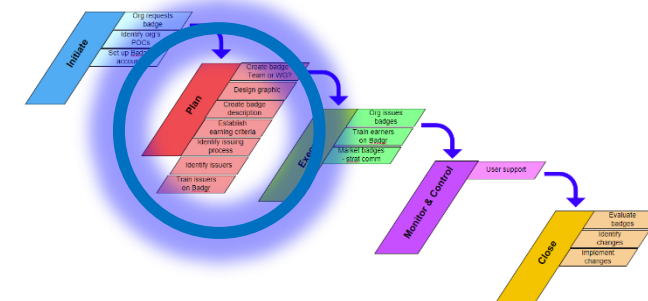


Plan: Identify Issuing Process



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- Determine optimal digital badge template deployment strategy
 - CFM (or equivalent) will determine:
 - The earn / review / issue process for the respective community.
 - The launch plan and target audience for the digital badge templates.
 - Full deployment – make all digital badge templates available to all members of the community (recommended).
 - Partial deployment – make all (or some) digital badge templates available to specifically identified members of the community.
 - Career field communication method to inform target audience for optimal execution strategy.

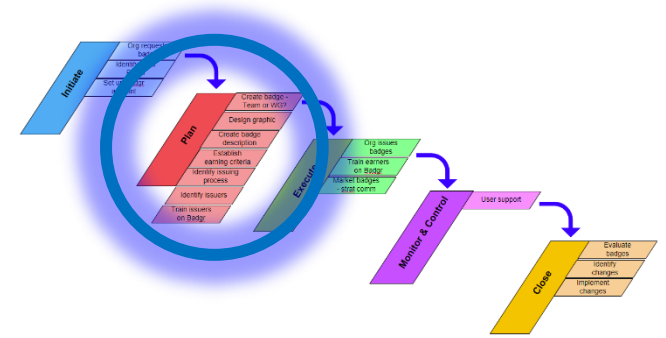




Plan: Identify Issuers



- **Determine optimal digital badge template deployment strategy**
 - **CFM (or equivalent) will determine the earn / review / issue process for the respective community.**
 - **Digital badge templates have earning criteria that will be reviewed by a career field reviewer before issue.**
 - **In some instances, the reviewer will be the Earner's supervisor.**
 - **After review of the earning criteria, the reviewer will send the final badge submission to a career field Issuer for award of the badge.**



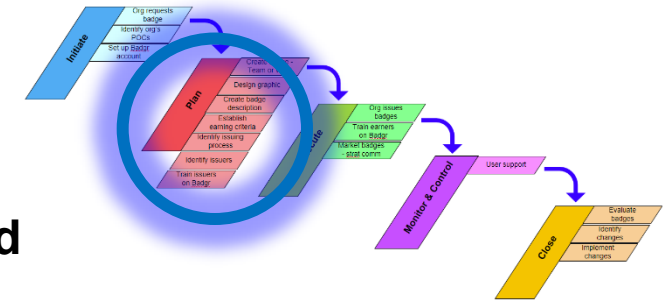


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Plan: Train Issuers on Badging Platform



- **Determine optimal digital badge template deployment strategy**
 - **CFM (or equivalent) will determine career field communication method to inform target audience for optimal execution strategy.**
 - **CFM (or equivalent) will provide training on the digital badge platform along with the specifications and requirements required within the digital badge template.**
 - **Access to Badgr accounts for Issuers will be created by CFM leads or through assistance from AETC/A3BD.**





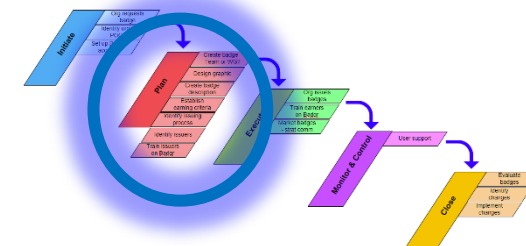
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Plan: Definitions

DoDI 1322.33 / DAFI 36-2683 (Para 2.3)



- **Credential:** A piece of any record that details qualification, competence, or authority issued to an individual by a third party with a relevant or de facto authority or assumed competence to do so. Examples of credentials include, but are not limited to, certifications, licenses, degrees, and certificates.



- **Credentialing:** The process by which an entity, authorized and qualified to do so, grants formal recognition to, or records the recognition status of individuals that meet predetermined and standardized criteria.

- **DAF credentialing program (DAF-CP):** Tracks and uses credentials to enable commanders at all levels the ability to properly utilize their personal resources by knowing what their personnel know and can do and enable leaders to make data-driven decisions.

- **Digital badge:** A credential that is a portable, transferable, validated, graphical representation of learning and/or experiential knowledge attainment with embedded metadata. They are built on an open- standard that provides a user with valuable information about the earning process. The badges can be shared electronically and visually recognizes what Airmen know and can do.



- **Digital Credential:** A digital record that details a qualification, competence, or authority issued to an individual by a third party with a relevant or de facto authority or assumed competence to do so.

- **License:** A credential that demonstrates a level of skill or knowledge needed to perform a specific type of job.





Plan: Example of Links to Earning Criteria External Training



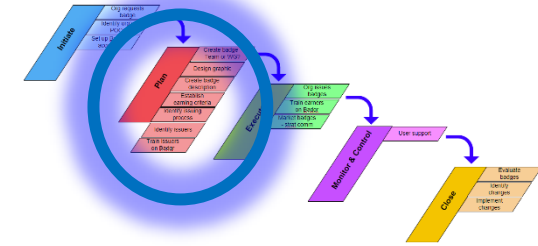
Badge details

EARNING CRITERIA

Recipients must complete the earning criteria to earn this badge

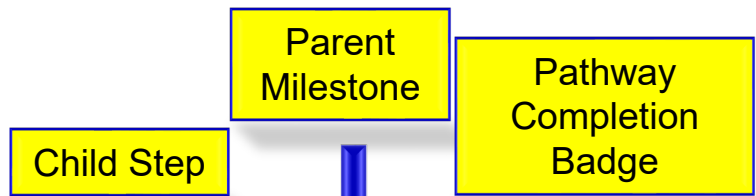
1. Complete the following courses on the [Air Force E-Learning Skillport](#)
(NOTE: Skillport is CAC enabled):
 - Organize Your Physical and Digital Space [Here](#)
 - Avoid Procrastination By Getting Organized Instead [Here](#)
 - Maximize Your Productivity By Managing Time and Tasks [Here](#)
2. Provide four examples (written or verbal) of competency in organizing and maintaining organization within each of the following areas:
 - E-mail
 - Shared Drive
 - Records Management System
 - Physical Workspace
 - Or any work product consisting of at least three separate documents/items (i.e. court-martial pretrial or post-trial packages, case file, etc.)
3. Complete the [Paralegal: Organizational Skills Specialist rubric](#)
4. The Reviewer will review the rubric and recommend the Earner for award of the badge.

The hyperlinks in the badge Earning Criteria can take earners to curriculum outside of the DAF training environment such as Skillport, Udemy, Coursera, or others.





Plan: Earning Pathway Example



The screenshot shows a 'Manage Pathway' interface for a group. On the left, there are three columns of items:

- Child Step:** 100 Hours of Reading, 20 Hours of Reading, 10 Hours of Reading, Read Outside, Read in Transit, Read Away from Home.
- Parent Milestone:** Time Well Spent, Traveling Reader.
- Pathway Completion Badge:** Victor of Knowledge by Literacy in America.

 The 'Victor of Knowledge' badge details include:

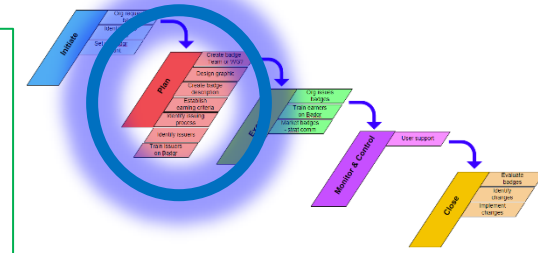
- Completion Badge:** The learner will be awarded the following badge when the requirements for this Pathway are met.
- Prerequisite Steps:** The learner must complete all of these prerequisite steps to complete this step.

← Pathways are built from Right to Left

Once the pathway follower earns the three child-step required badges, the parent milestone badge is automatically awarded. Then, once the required badges in the middle column are earned, the pathway is completed, and the Pathway completion badge is automatically awarded.

- Pathways must be published before earners are subscribed.
- Do not make edits to the pathway once earners begin their journey.

To track users along a learning pathway, they must be a member of a group that is subscribed to a pathway. For more information on subscribing groups to pathways click [here](#) for more information.



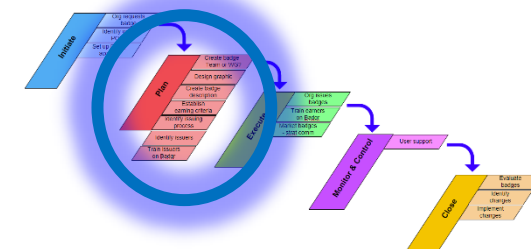


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Plan: Basic Learning Pathway Questions



- Describe the learning pathway. What is this for?
- What is the name of the Objective you'd like to award a badge for?
 - Often this will very closely duplicate the badge name
- What Badge Name describes the completion of this objective?
- How do you describe the achievement this objective completion recognizes?
 - Keep it brief
- Determine the importance or 'weight' of the badge
 - Are some badges required / recommended while some
 - others are optional?
- What does it take to earn this badge?
 - Several sentences of detail
- What image/graphic represents this accomplishment?
 - Square PNG or SVG.



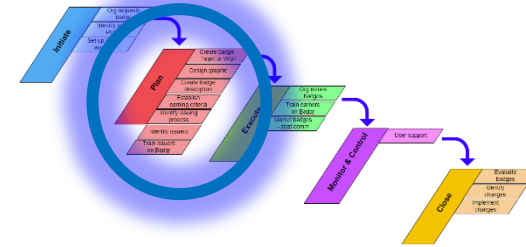


Plan: Rubric Development



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A rubric is simply a scoring tool that identifies the various criteria relevant to an assignment or learning outcome, and then explicitly states the possible levels of achievement along a continuum (poor to excellent or novice to expert).



- **Steps to Developing Rubrics (6 steps)**
 1. **Define the purpose of the assignment / assessment for which you are creating a rubric.**
 2. **Decide what kind of rubric you will use: an analytic or a holistic rubric? (or a combination of both).**
 - a. **An analytic rubric resembles a grid with the criteria for a student product listed in the leftmost column and with levels of performance listed across the top row often using numbers and/or descriptive tags.**
 - b. **A holistic rubric consists of a single scale with all criteria to be included in the evaluation being considered together (e.g., clarity, organization, and mechanics). With a holistic rubric the rater assigns a single score (usually on a 1-to-4 or 1-to-6-point scale) based on an overall judgment of the student work. The rater matches an entire piece of student work to a single description on the scale.**
 3. **Define the criteria.**
 4. **Design the rating scale.**
 5. **Write descriptions for each level of the rating scale.**
 6. **Create your rubric.**

● **Rubric Development Quick Reference Guide Link:** 

● **Rubric Samples Link:** 





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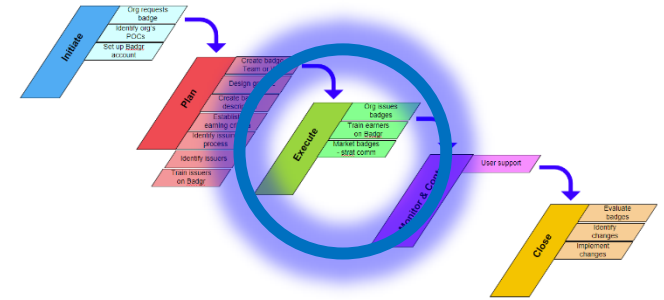
Execute:

Organization Issues Badges



Execute

- Digital badges will be issued according to the approved CFM (or equivalent) launch plan.
- Examples of organizations issuing badges:
 - The organization issues digital badges to individuals once they complete and submit the appropriate criteria.
 - All pathway steps are completed then awarding an Earner the digital badge.
 - An Issuer awards a group of Earners the digital award based on completion of course or criteria requirements.
- Badges may be issued individually, or bulk issued.
 - You may use the attached Excel format to capture the Earners information that you can upload directly into the badging platform.
- If an Earner reports they did not receive an email notification that the badge was issued, send them [This Message](#) that directs them to their quarantined email messages. Be sure to insert your OPRs email address.



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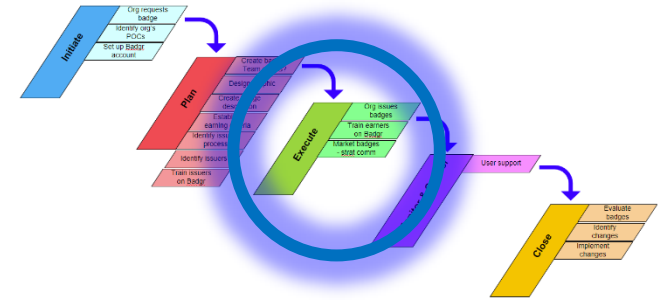
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Execute: Train Earners on Canvas Credentials



Execute

- CFM (or equivalent) will:
 - Determine career field communication method to inform target audience for optimal execution strategy.
 - Provide training on the digital badge platform along with the specifications and requirements required within the digital badge template.
- Example areas of specifications and requirements:
 - Background information regarding available digital badges within the community.
 - How to obtain a digital badge? Following criteria and submitting evidence (if required)?
 - What to do when you receive an awarded digital badge?
 - Frequently asked Q & A on issues accessing an Earner's digital badge.





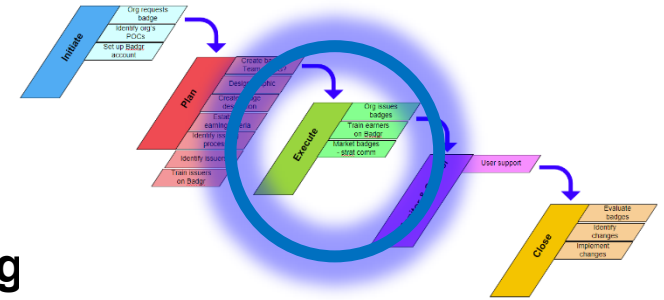
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Execute: Market Badges Strategic Communications



Execute

- Marketing (recommended).
 - General Awareness (2-3 weeks prior to launch): The CFM/MFM (or equivalent) will inform members of the respective community about available digital badges and to encourage participation in the earning process.
 - Pre-launch Preparation (1-2 weeks prior to launch): Designate select members of the respective community to serve as reviewers / issuers for the digital badges.
 - Pre-launch Awareness: (1-2 days prior to launch): Execute determined communication strategy (blanket email, social media, podcast, etc.).
- Digital badges will be launched according to the approved CFM (or equivalent) launch plan.





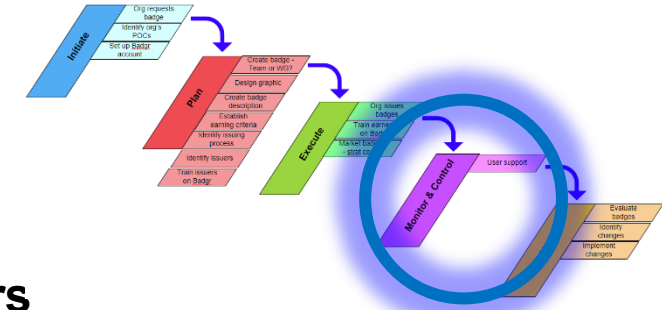
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Monitor and Control: User support



Monitor and Control – User support

- **Periodic Reviews / Feedback (career field and Earners).**
 - Evaluation is an on-going process throughout each step but also requires cumulative evaluations.
 - As part of a continuous improvement process, the designated issuers will provide feedback to the digital badge SME WG for modifications and/or adjustments to the digital badge templates (see [Section 3.2.4.2](#) for retiring / versioning) or for continued development of additional digital badges to fill gaps.
- **Earn / Review / Issue Process**
 - HQ AETC/A3BD will coordinate with CFM (or equivalent) to ensure the determined processes are working as planned.
 - As part of a continuous improvement process, the designated issuers will provide feedback to HQ AETC/A3BD for modifications and/or adjustments to the designated issuer list (HQ AETC/A3BD will coordinate with CFM (or equivalent) prior to finalizing changes).





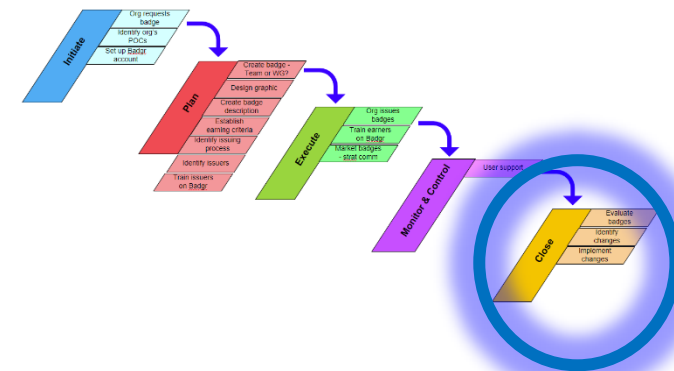
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Close: Evaluate, Change, and Implement changes



Close

- Once a digital badge template is issued to an Earner, the resulting digital badge assertion is a permanent part of the Earner's records.
- Digital badge templates that are no longer needed can be retired.
- Digital badge templates that require changes to their earning criteria (or other metadata) can be versioned to represent up-to-date information.





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Resource Links



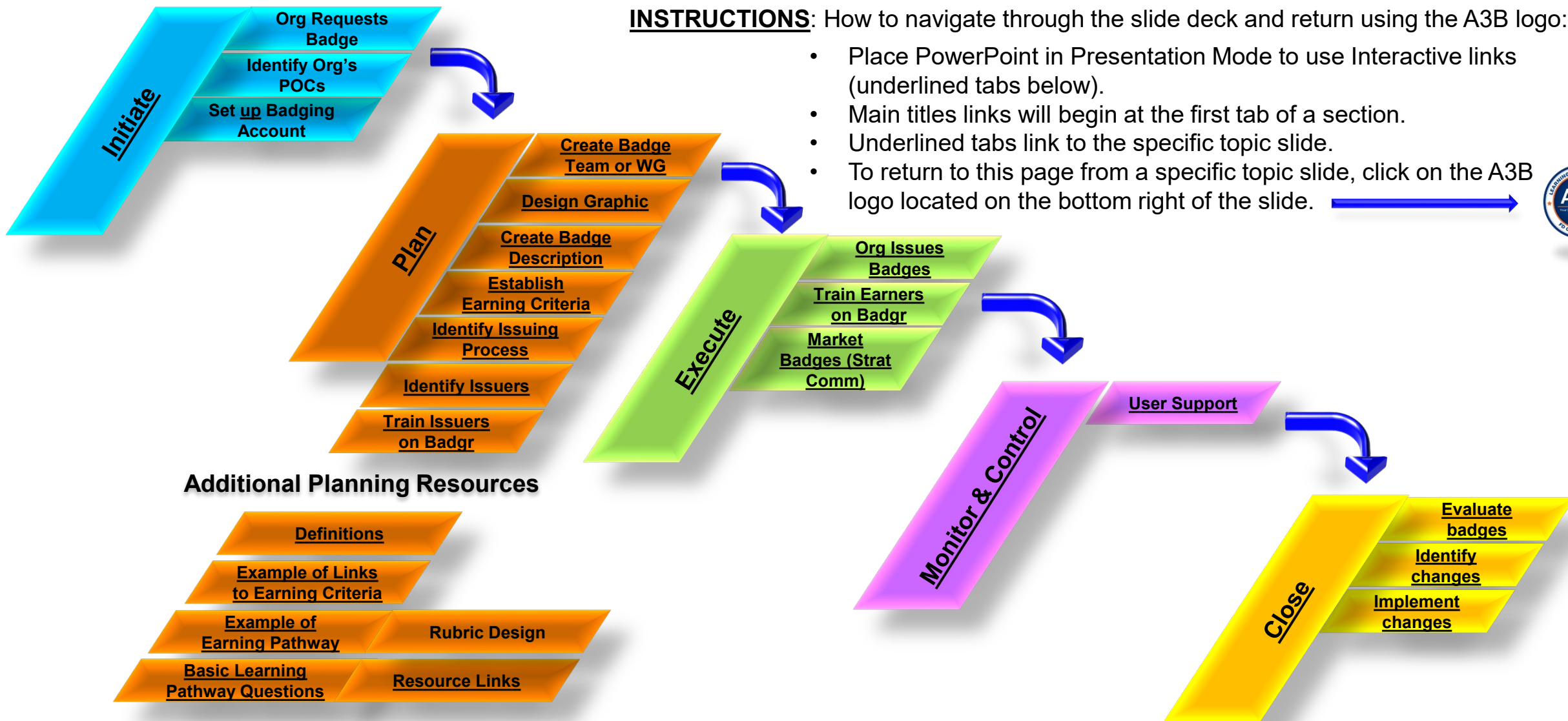
- See current Issuers and badges here:
 - [Badges - United States Air Force Badging \(badgr.com\)](http://badgr.com)
- [Digital Badging Handbook](#)
- [DoDI 1322.33 / DAFI 36-2683, Para 2.3 - Department Of The Air Force Voluntary Credentialing Program](#)
- [Additional HQ AETC/A3BD Digital Badging Resources](#)





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Badging Process – Interactive Version



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