



**NETWORKS**

Digital Badges:

Open Badges 101

Presented by MATEC NetWorks

**10/18**

The webinar will begin at 1pm Eastern Time.  
In the meantime we recommend you perform an Audio Check.  
Go to Tools → Audio → Audio Setup Wizard.

# Brought to you by ...



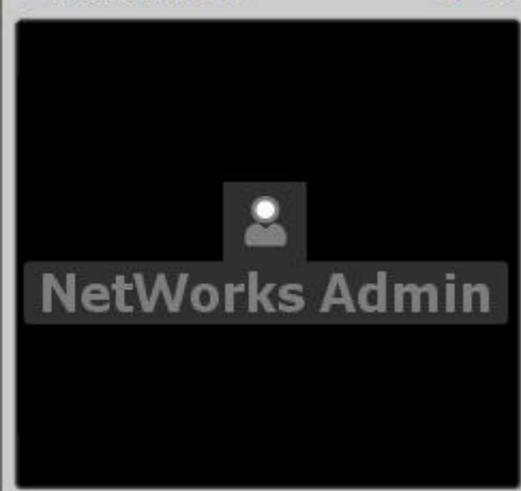
NetWorks is a part of MATEC, a member of Workforce Development in the Division of Academic and Student Affairs.



Advanced Technological Education program  
DUE 1104159



Walmart Brighter Futures 2.0 Project



Talk Video

NetWorks A... Moderator

Icons for chat, mute, video, and help.

- NetWorks Admin Moderator (You)
- mike mac
- mike pc #2

- You joined the Main Room. ( 12:33 PM ) -  
 - Your chat permission has been enabled. ( 12:33 PM ) -

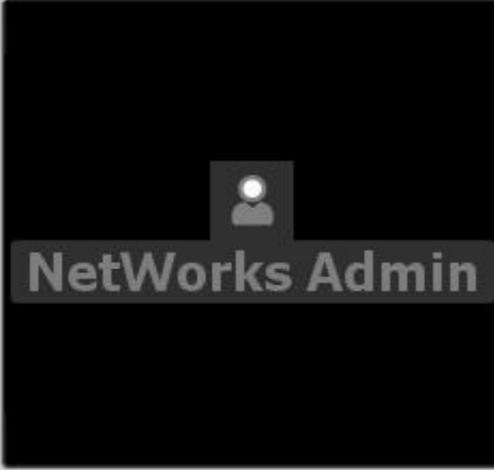


# Collaborate V12.5

## Orientation Session

# Whiteboard

**AUDIO & VIDEO**



NetWorks Admin

Talk Video

**PARTICIPANTS**

NetWorks A... Moderator

MAIN ROOM (3)

- NetWorks Admin Moderator (You)
- mike mac
- mike pc #2

**CHAT**

- You joined the Main Room. ( 12:33 PM ) -  
 - Your chat permission has been enabled. ( 12:33 PM ) -

Room Moderators

New Page Delete Page Fit Page

Blackboard Collaborate v12 3/26 Follow

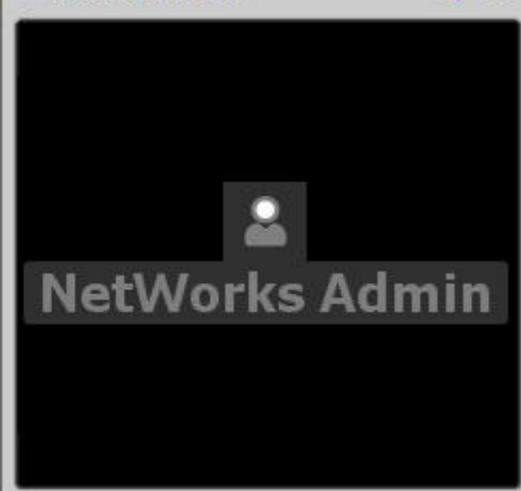


# Collaborate V12.5

## Orientation Session

**Participant  
Box**

**Chat Box**



- MAIN ROOM (3)
- NetWorks Admin Moderator (You)
- mike mac
- mike pc #2

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# Chat Box



# Collaborate V12.5

## Orientation Session

Send Questions  
and Message  
Here

**AUDIO & VIDEO**

NetWorks Admin

Talk Video

**PARTICIPANTS**

NetWorks A... Moderator

MAIN ROOM (3)

NetWorks Moderator (Y)

mike mac

mike pc #2

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New Page Delete Page Fit Page

Blackboard Collaborate v12 3/26 Follow



# Collaborate V12.5

## Orientation Session

**POLLS**

**Not here!**



**NETWORKS**

Digital Badges:

Open Badges 101

Presented by MATEC NetWorks

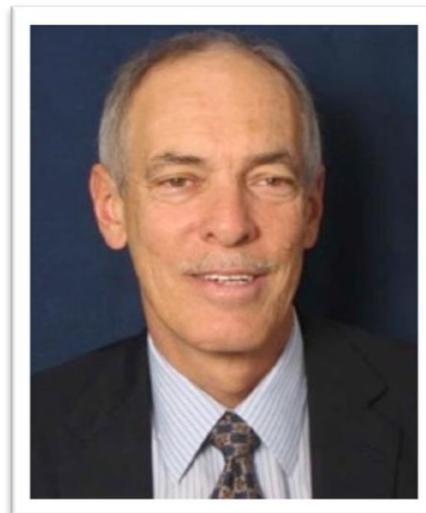
**10/18**

**Recording Begins**

# Presenter



**Megan Cole-Karagory** is the Marketing and Community Strategy Lead at Mozilla Foundation where she manages the organization's Open Badges brand strategy, partnership engagement and community development. As a strategic leader, Megan has extensive experience developing and implementing integrated marketing programs that drive and increase product adoption, as well as improve partnership retention. She is dedicated to delivering open-source, disruptive products to help create a connected ecosystem of learning and enrich the lives of individuals. She previously worked as the Director of Marketing and Strategic Development at WeddingWire, Inc.



**Host: Michael Lesiecki**





mozilla

# OpenBadges

# Today's **Webinar**

---

What is a Badge

Why Open Badges

Details on the OBI

Current Status of Ecosystem

And more...

Before we get started...

**@OpenBadges**

**#OpenBadges**

# Poll

---

- A. I have a good idea of what badges are and want to implement them
- B. I use various forms of credentials but not badges (yet)
- C. Just learning about badges
- D. I might be in the wrong webinar

**@OpenBadges**

**#OpenBadges**

What are the **problems**  
we need to solve?

Education and workforce  
are **changing**.

“GPAs are worthless as a criteria for hiring and test scores are worthless...Your ability to perform at Google is completely unrelated to how you performed when you were in school, because the skills you acquired in college are very different...”

Tension between **economic mobility**, **innovation** and **access**.

Challenges by **sector**:

# K-12

- Current system is **broken**: drop outs, not ready for college/careers
- Exploring new approaches: **personalized learning, competency-based**
- Wrong accountability measures, **wrong credentials**

# K-12 Education: Story

- Isabel, 10th grader
- Struggles with some subjects in school
- Nets out to 'average', despite doing many things well
- Involved in many activities
- No way to keep her from falling behind



# K-12 Education: Story

- Tawa, 7th grade teacher
- Must 'teach to the test'
- No room to innovate or attend to individual needs
- No insight into student interests



# Afterschool

- Strong **networks**, compelling learning
- **Not connected** to schools
- Does not '**count**' for learners

# Afterschool: Story

- Eduardo, 7th grader
- Below average student in school
- Emerging technologist and mentor in afterschool program
- Does not realize this is legitimate learning



# Higher Education / University

- Expensive, **inconsistent** quality
- **Growing gap** between university and careers
- **Monopoly** on credentials

# University: Story

- Ahmed, recent grad
- Brings transcript to a job interview
- Surprised that this means little to employer
- No way to demonstrate skills and granular learning



# Workforce

- Workforce **changing**, its not always enough to have a degree
- **New skills** are important, new economies have emerged
- Employers can't find **right matches**

# Workforce: Story

- Sal, displaced worker
- Does not know what skills he needs for a new job
- University is not an option
- Has no way to demonstrate skills he has learned on the job



# Workforce: Story

- Joelle, hiring manager
- Can't find the right people for the job
- Has hired the wrong person several times, at great cost
- Wants better tools for assessing what candidates can do



Education and workforce  
are **changing**.

**No single** institution can  
prepare someone.

Need a **connected**  
ecosystem of learning.

Need **credentials** that  
**capture** and **communicate**  
learning and skills.



mozilla

# OpenBadges

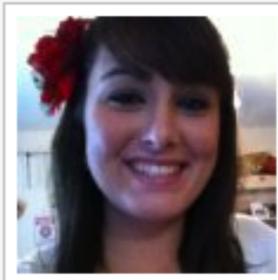
Reimagining  
**credentials.**

What are **badges**?



**badges** = digital representations  
of a **skill** or **achievement**





**Victoria A.**  
Tucson, AZ

DAYS OUT  
**54**

CHECK-INS  
**231**

THINGS DONE  
**2**

ADD AS FRIEND

Badges (11) [See All](#)

Unlock more badges by following pages!



Tips

POPULAR RECENT

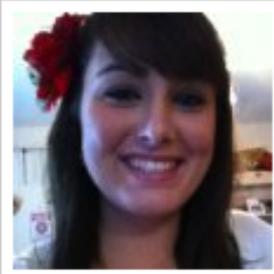


**Sky Deck Grill**

Prices are super expensive!! Bring snacks if you can and share burgers. And ask for water cups- free water vs. water bottles for \$3.75... You choose.

✓ 1 | March 30, 2011

more and more, badges represent **achievements on the web**



**Victoria A.**  
Tucson, AZ

DAYS OUT  
**54**

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✓ 1 | March 30, 2011

some are just for fun or **social status**



# 111 Badges

<ul style="list-style-type: none"><li>Nice Answer × 50</li><li>dom</li><li>Enlightened × 16</li><li>Fanatic</li><li>Tumbleweed</li><li>c++</li><li>Good Answer × 2</li><li>regex</li><li>c</li><li>html</li></ul>	<ul style="list-style-type: none"><li>jquery</li><li>Cleanup</li><li>Nice Question</li><li>c#</li><li>json</li><li>Quorum</li><li>Convention</li><li>ajax</li><li>php</li><li>Epic</li></ul>	<ul style="list-style-type: none"><li>css</li><li>java</li><li>Pundit</li><li>Sportsmanship</li><li>jquery</li><li>javascript</li><li>Yearling</li><li>Generalist</li><li>html</li><li>javascript</li></ul>	<ul style="list-style-type: none"><li>jquery</li><li>Strunk &amp; White</li><li>Scholar</li><li>Student</li><li>Civic Duty</li><li>java</li><li>Mortarboard</li><li>javascript</li><li>Enthusiast</li><li>Organizer</li></ul>	<ul style="list-style-type: none"><li>Citizen Patrol</li><li>Commentator</li><li>Critic</li><li>Supporter</li><li>Teacher</li><li>Editor</li></ul>
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but increasingly the **skills** are **real**, based on real tasks and work



# 111 Badges

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reflecting **real skills** - which employers and schools are looking for

### Test-drive Candidate Search for free

- See a count of candidates matching your search for free
- [Subscribe](#) to see profiles and make contact

[Learn more about Candidate Search »](#)

### Subscribe to view full profiles

- Review full profiles and contact candidates
- Compare candidates' skills to thousands of their peers

[Subscribe to Candidate Search »](#)

#### Skills:

Skills (e.g. javascript, sql, c#)

any of these skills  all of these skills

#### Type:

All types of employment

#### Students:

Include Students

2.9k active 22k passive

Showing sample profiles only

[subscribe to see all profiles](#)

 **Jeffrey Szczepanski**  
New York, NY

 **Kevin Montrose**  
Houston, TX

 **Joel Spolsky**  
New York, NY

 **Nicholas Larsen**  
New York, NY

 **Nick Craver**  
Winston-Salem, NC

#### Location:

Location (e.g. London, New York, California) within 30 miles

- include candidates who want to relocate here
- legal right to work here required

**2.9k** Active Candidates  
Candidates actively looking for a job, with a full profile.

Not enough? There are also:

**22k** Passive Candidates  
Candidates not actively looking for a job, including top users from our network.

[show passive candidates »](#)



and willing to pay for, hire for, give credit for → **real results**

Why **badges**?

**Capture** complete  
learning path.

Build and communicate  
**reputation** and **identity**.

Reinvent or augment  
existing credentials:  
**granular, evidenced-based**  
and **transferable.**

**Surface skills and competencies** that are important and give people a **way to plug in.**



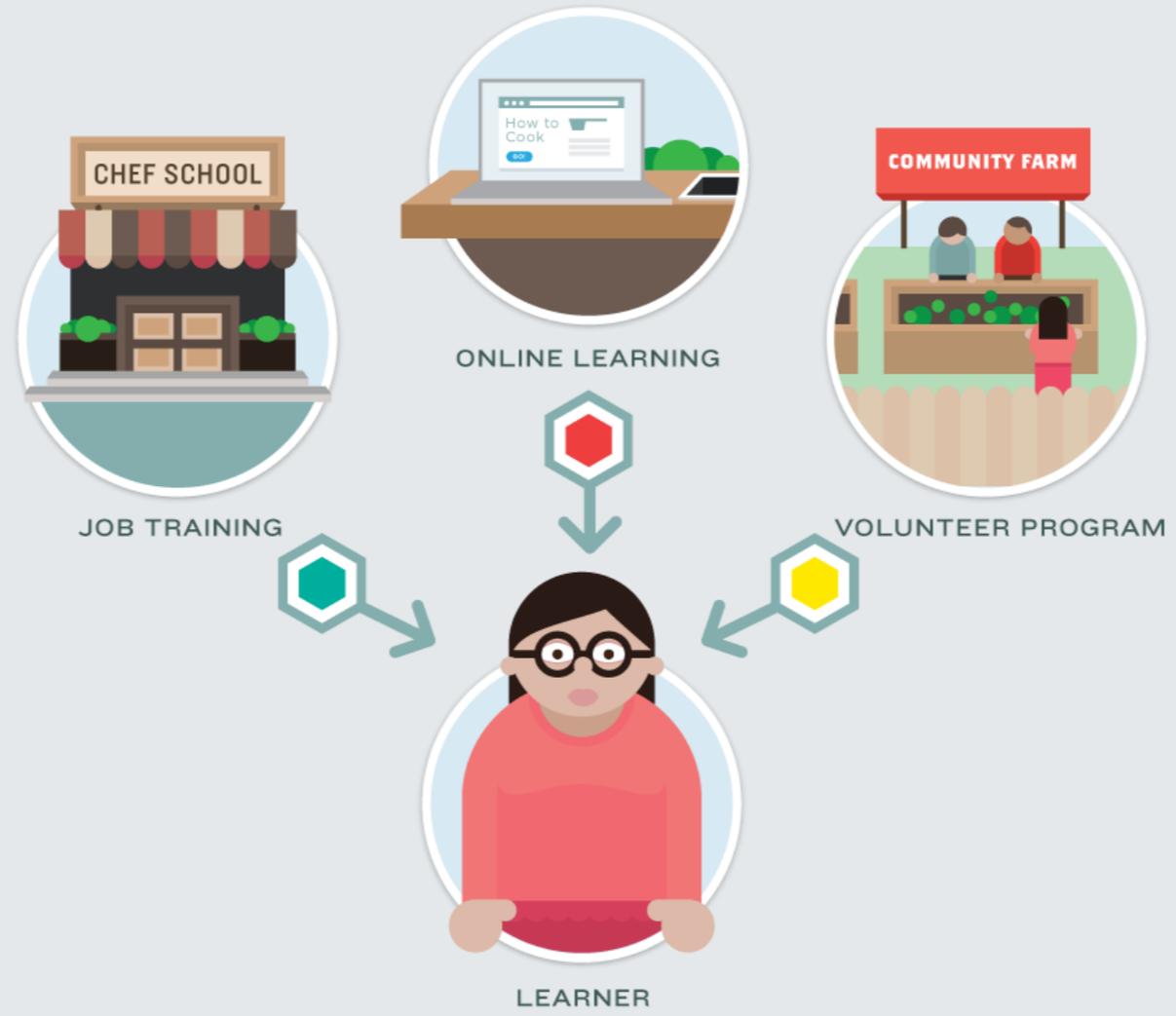
Even better: shared **badge ecosystem.**



Not just digital badges,  
but **open badges**.



LEARNER

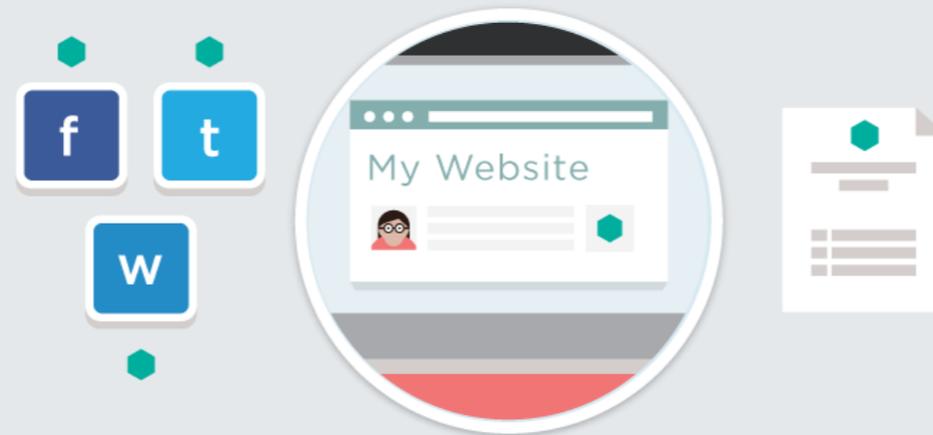
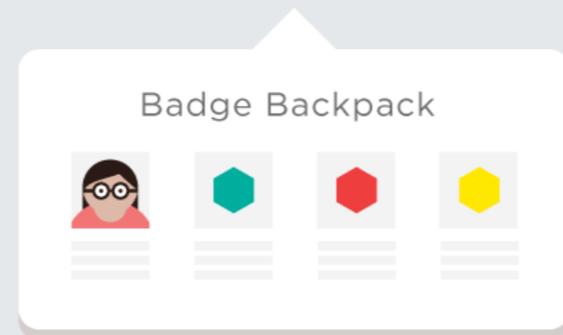




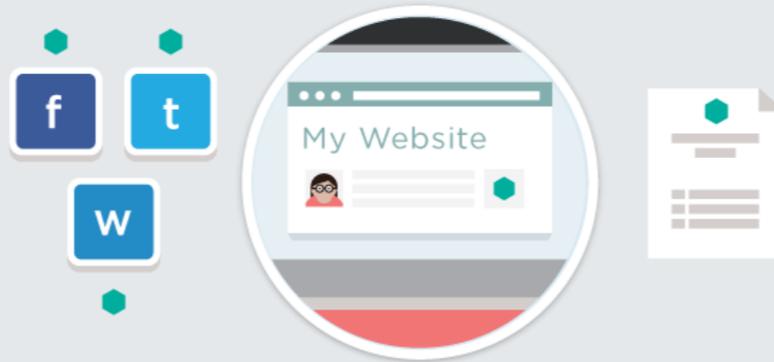
LEARNER

Badge Backpack

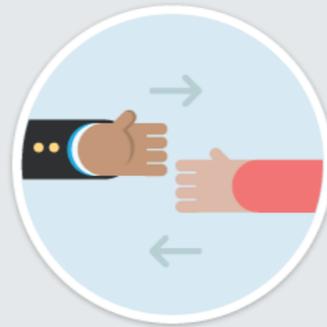




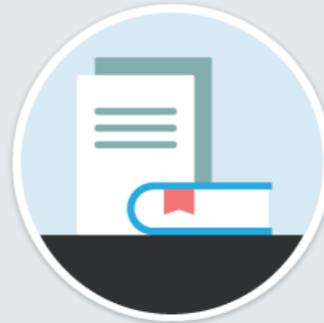
PERSONAL NETWORKS, SITES & MORE



PERSONAL NETWORKS, SITES & MORE



JOB OPPORTUNITIES

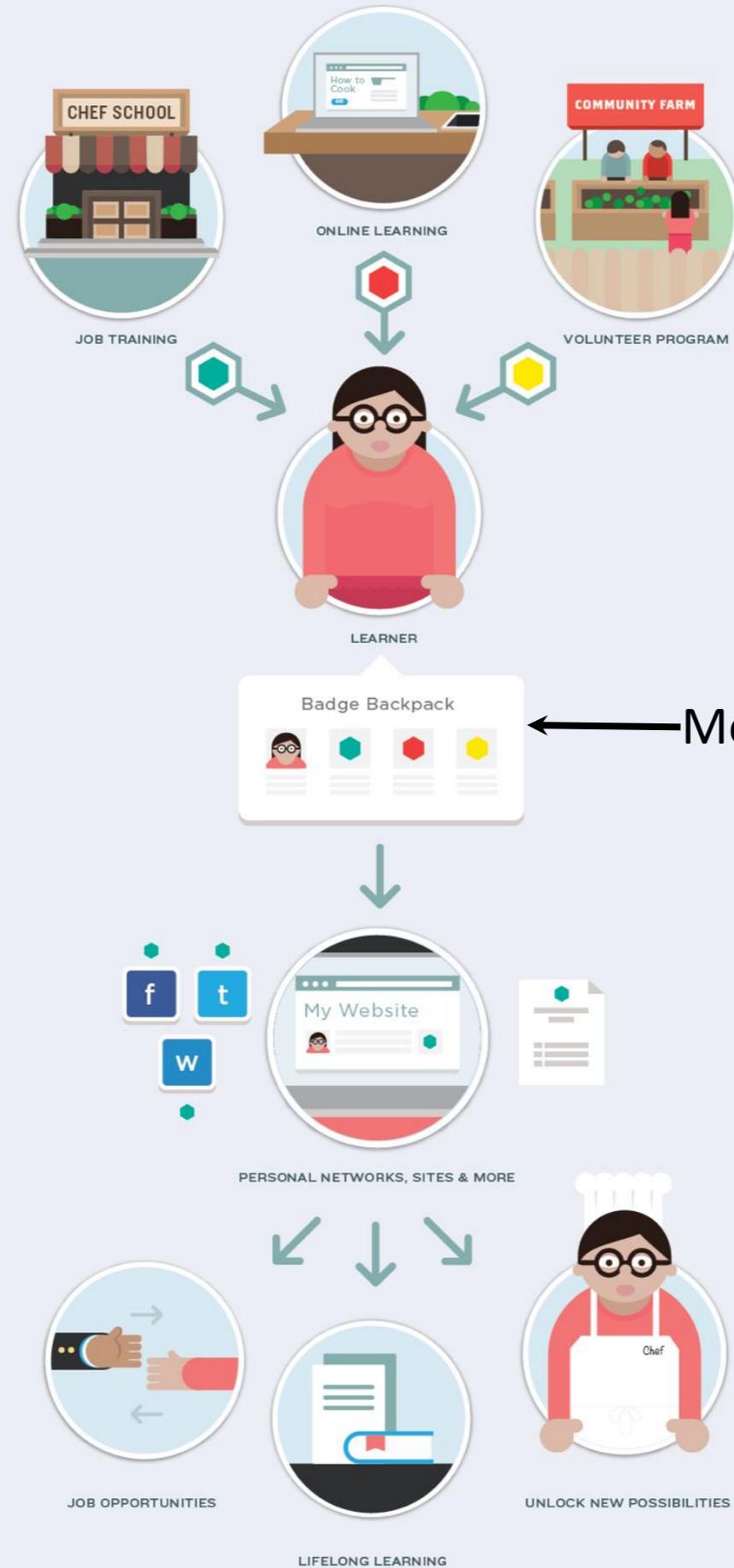


LIFELONG LEARNING

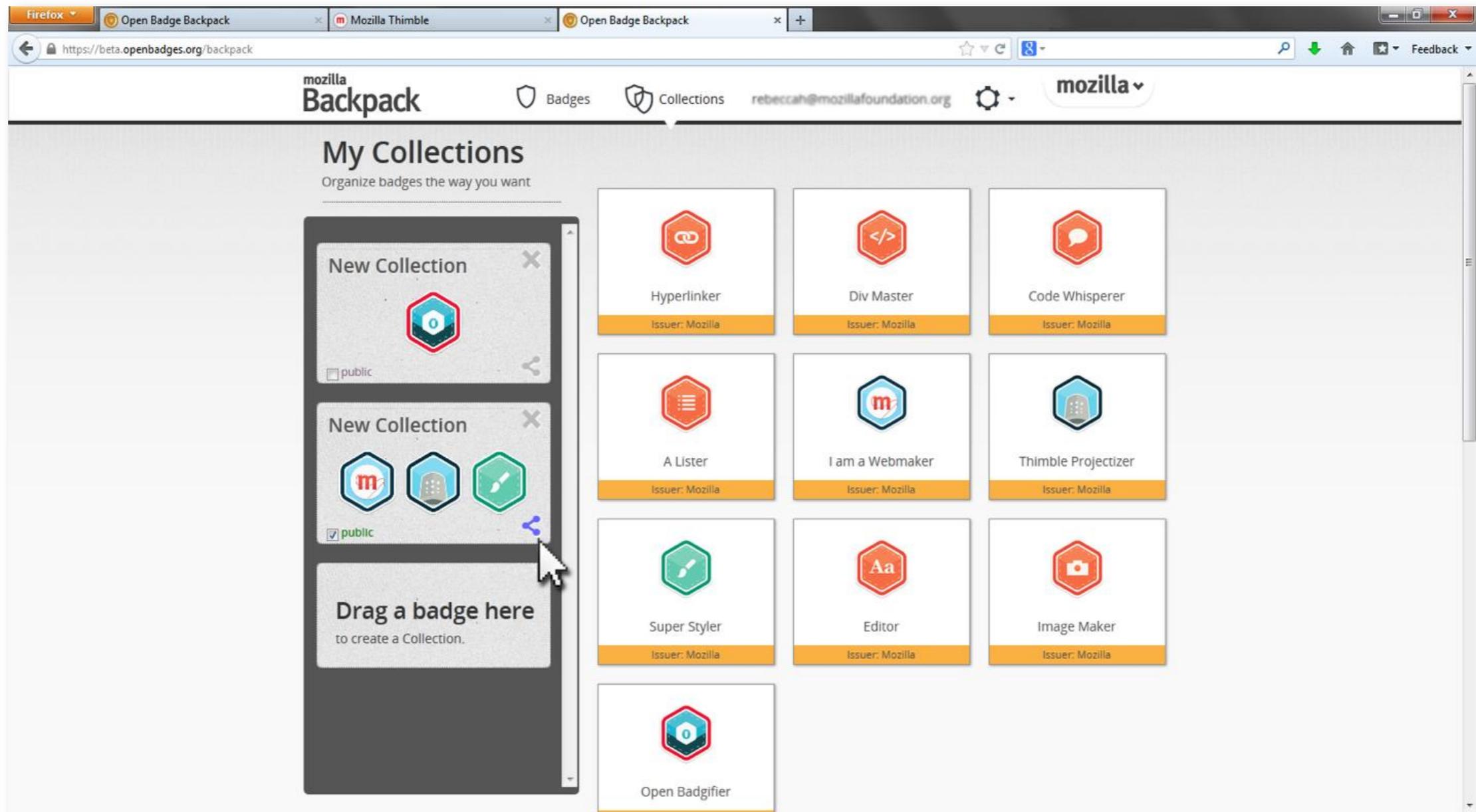


UNLOCK NEW POSSIBILITIES

Open Badges help you share your skills & interests with the world:



← Mozilla's Open Badge Infrastructure



**Free and open source software -**  
Backpacks and APIs

# Editor ✕



Disown this Badge

Issuer Details

**Name** — Mozilla  
**URL** — <https://badges.webmaker.org>  
**Organization** — Webmaker

Badge Details

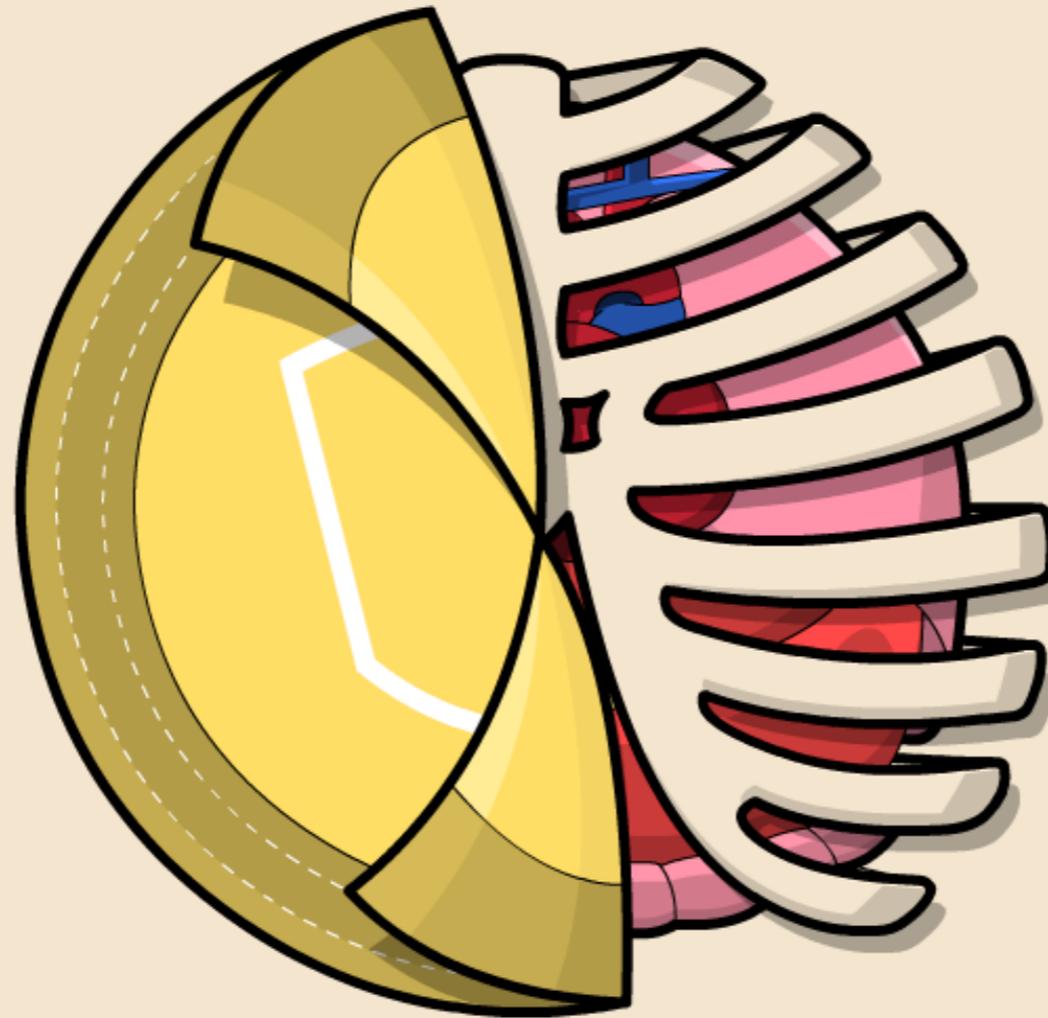
**Name** — Editor  
**Description** — Skill badge for editing or adding text in Thimble projects.  
**Criteria** — <https://badges.webmaker.org/badge/criteria/editor>

Issuance Details

**Recipient** — erin@mozillafoundation.org  
**Evidence** —

In this **badge ecosystem** a badge is more than just a badge

Badge image



Badge name

Description

Criteria

Issuer

Evidence

Date issued

Standards

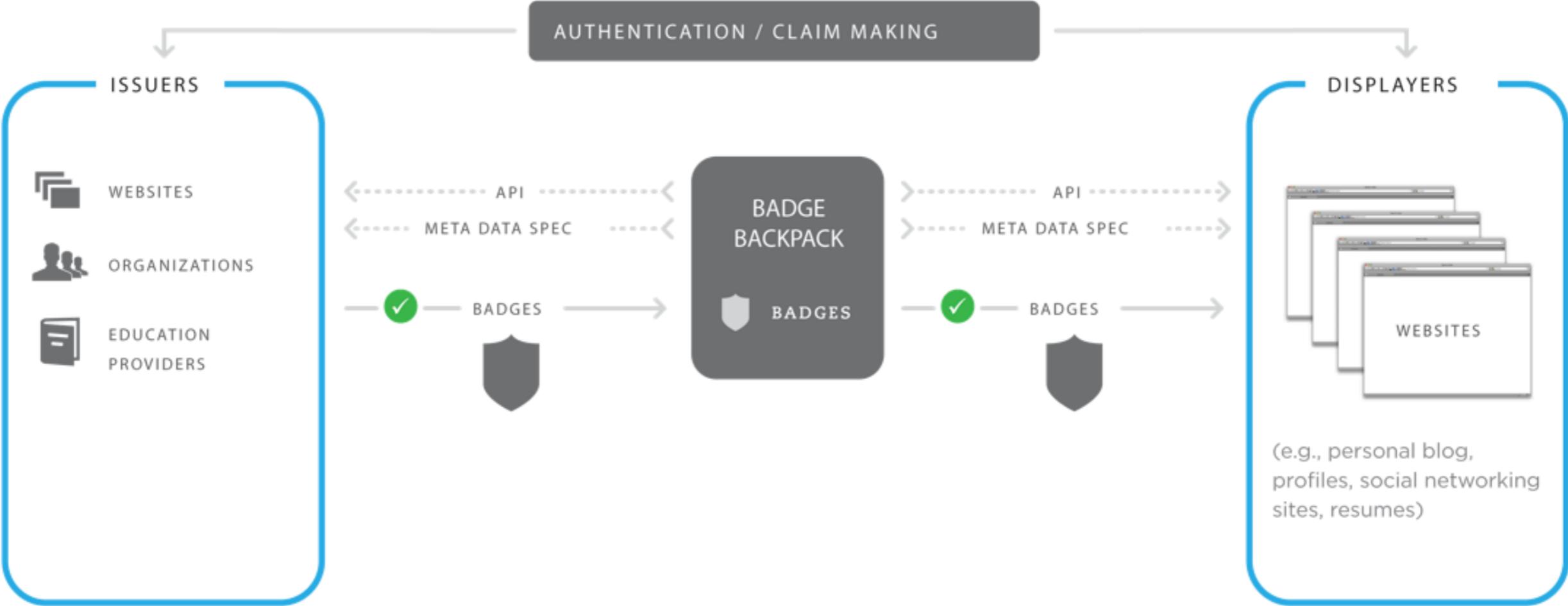
Tags

OPEN BADGES  
**ANATOMY**

# Open Badge Standard

- **Issuer** information
- **Earners** information
- **Criteria** URL
- **Evidence** URL
- **Standards** Alignment
- **Taxonomy** / Tags

# MOZILLA OPEN BADGE INFRASTRUCTURE



Independent and agnostic. Outside of Mozilla infrastructure.

User consents to accept badges into hub, as well as to send to site for display.

1 year ago:

98 issuers; 1K badges

Today:

**1500** issuers; **200K** badges

**AUDIO & VIDEO**

NetWorks Admin

Talk Video

**PARTICIPANTS**

NetWorks A... Moderator

MAIN ROOM (3)

NetWorks Admin Moderator (You)

**CHAT - Supervised**

Room Moderators

New Page Delete Page Fit Page Public Page 1

**? Type questions in your chat window**

**Who** is using badges?

(and **how** are they using them?)

**Stories,** revisited.

# K-12 Education: Story

- Isabel, 10th grader
- Struggles with some subjects in school
- Nets out to 'average', despite doing many things well
- Involved in many activities
- No way to keep her from falling behind



# K-12 Education: Story

- Get badges for all activities
- Reward granular accomplishments and strengths in school
- Use combination of badges to better understand and guide her
- Includes badges on college applications



# K-12 Education: Story

- Tawa, 7th grade teacher
- Must 'teach to the test'
- No room to innovate or attend to individual needs
- No insight into student interests



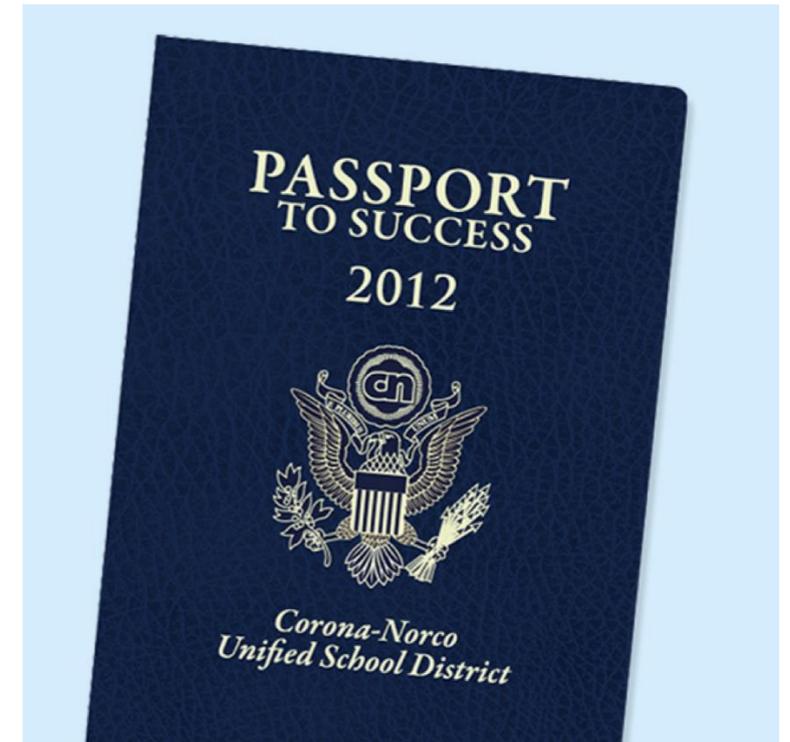
# K-12 Education: Story

- Issue badges for skills and 'extra' learning in the classroom
- Use badges from out of school to better understand and guide students
- Even earn badges herself for innovative practices



# K-12: Corona-Norco School District

- Recognized students not motivated by A's
- Badging coursework, skills, attendance
- Students have a 'passport'
- Goal is that a completed passport leads to local college acceptance



# Corona Norco School District in California



**PASSPORT TO SUCCESS**



**Corona-Norco**  
unified school district

Welcome to CNUSD's **Passport to Success** eBadge website. Students, enter your username and password below to login and begin your journey through digital badges!

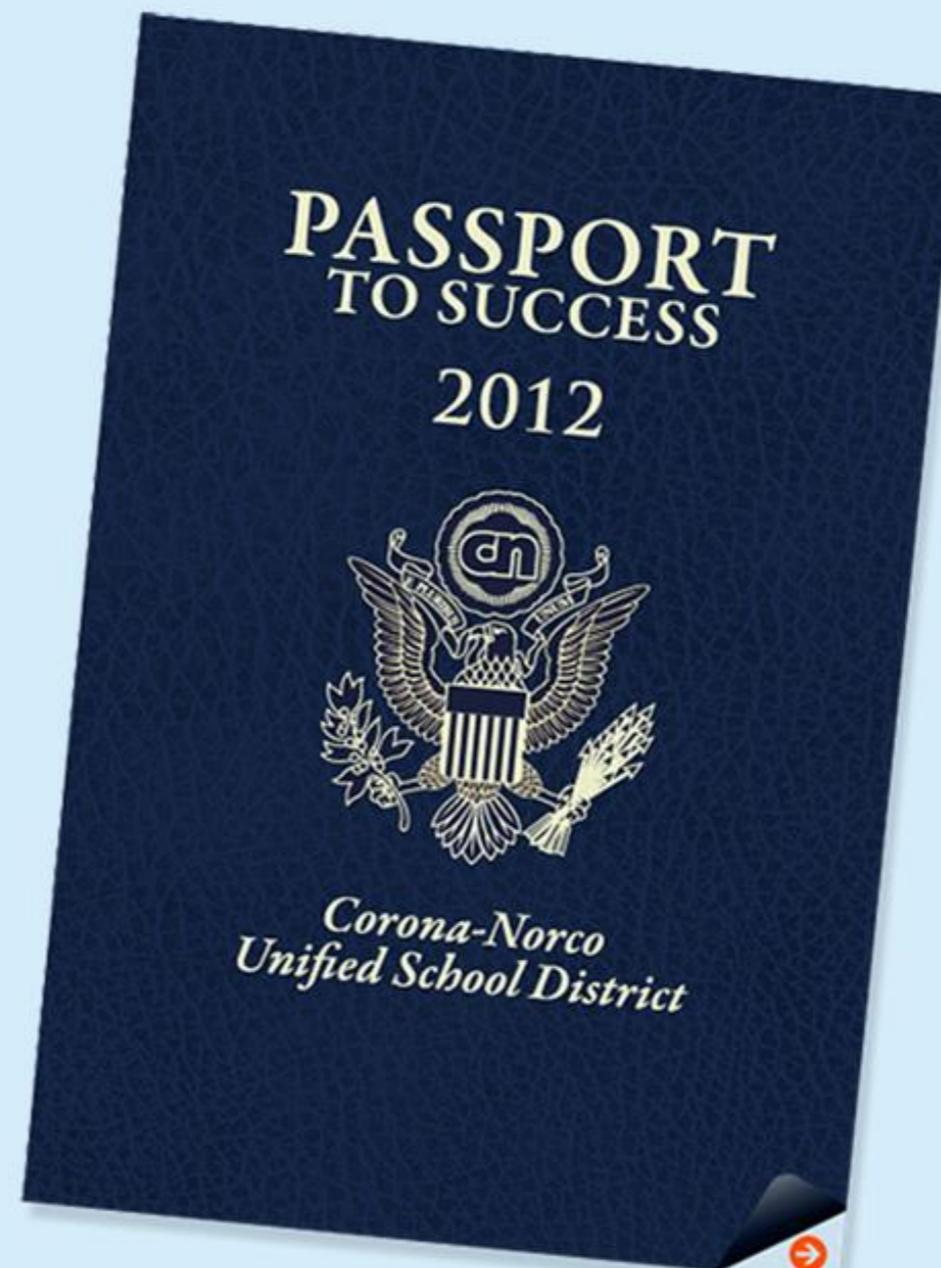
**Username:**

**Password:**

Remember me on this computer

Login

[Recover your password](#) →



# Corona Norco School District in California



PASSPORT TO SUCCESS



Corona-Norco  
unified school district

  P2S High School

	P2S High School >		A-G Courses		CAHSEE Language Arts		CAHSEE Math
	P2S Middle School >		EAP Language Arts		EAP Math		SAT - 1500/ACT - 21
	P2S Elementary School >						
	Outstanding Attendance >						
	Outstanding Behavior >						

# Afterschool: Story

- Eduardo, 7th grader
- Below average student in school
- Emerging technologist and mentor in afterschool program
- Does not realize this is legitimate learning



# Afterschool: Story

- Badges for his learning outside of school
- Badges can 'unlock' access to more learning or mentors
- Carries with him back into school
- Shares with interest groups and builds reputation



# After-School: PASA

- Badges for expanded learning opportunities

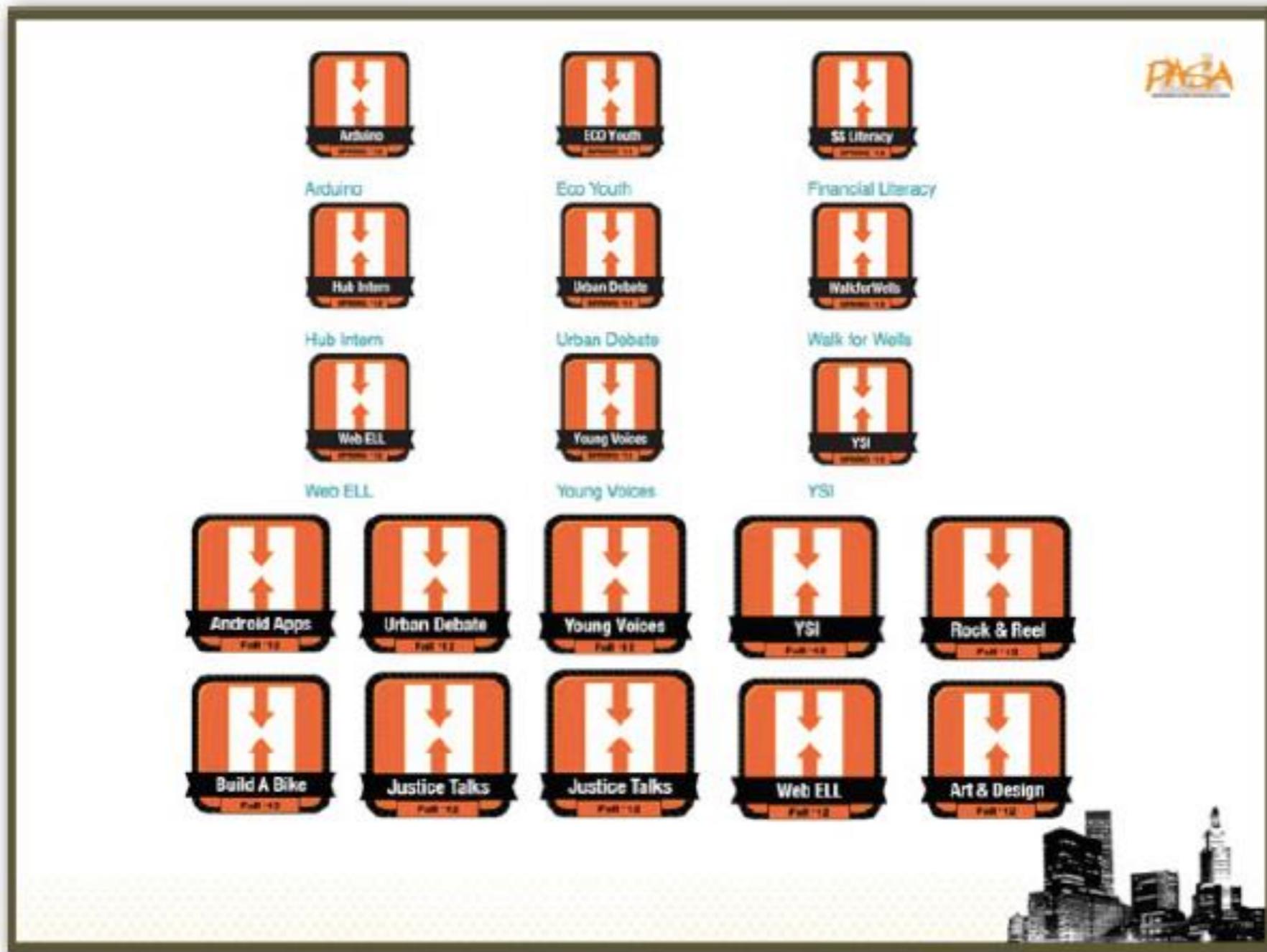


- Connects afterschool, schools, local business

- Programs on environmental science, sports, video game design, etc.

- Local high school and community college accept for credit

# After-School: PASA



# University: Story

- Ahmed, recent grad
- Brings transcript to a job interview
- Surprised that this means little to employer
- No way to demonstrate skills and granular learning



# University: Story

- Badges for skills developed in courses at university
- Shares his digital resume + badges with prospective employer
- Tells a more complete story about what he knows and can do
- His work in university 'counts'



# Higher Ed: Purdue University

Passport

Challenges My badges Mary ▾

 **Mary Major**

Mary has 16 badges

 Email address

**PURDUE**  
UNIVERSITY

© 2012 Purdue University | An equal access/equal opportunity university | Version 1.0.0  
If you have trouble accessing this page because of a disability, please contact ITaP at [itap@purdue.edu](mailto:itap@purdue.edu).



# DNA Fingerprinting

1. Details 2. **Badge** 3. Tasks 4. Publish

## Badge Creator

- style
- fill
- icon
- text

### Add an Icon (Optional)



### Tint Color



Clear

Next



Create Badge

**Gerry McCartney**, Purdue's vice president for information technology, CIO and Oesterle Professor of Information Technology

**"Students learn in many ways and in a variety of settings while attending a university such as Purdue. In addition to formal lectures and homework, there is also time spent in labs and doing field work; time spent in service projects or internships; and experiences they glean from student organizations. The Passport app will give interested faculty and advisers another way to recognize and validate those skills for students."**

# Open Education: Code School

Learn where to start and what to take next with [Paths](#)



## Ruby Path

Master your Ruby skills and increase your Rails street cred by learning to build dynamic, sustainable applications for the web.

[View Ruby Path](#)



## JavaScript Path

Spend some time with this powerful scripting language and learn to build lightweight applications with enhanced user interfaces.

[View JavaScript Path](#)



## HTML/CSS Path

Learn the fundamentals of design, front-end development, and crafting user experiences that are easy on the eyes.

[View HTML/CSS Path](#)



## iOS Path

Try your hand at building iOS applications for iPhone and iPad mobile devices. Learn the basics of iOS development and bring your app ideas to life.

[View iOS Path](#)

# Workforce: Story

- Sal, displaced worker
- Does not know what skills he needs for a new job
- University is not an option
- Has no way to demonstrate skills he has learned on the job



# Workforce: Story

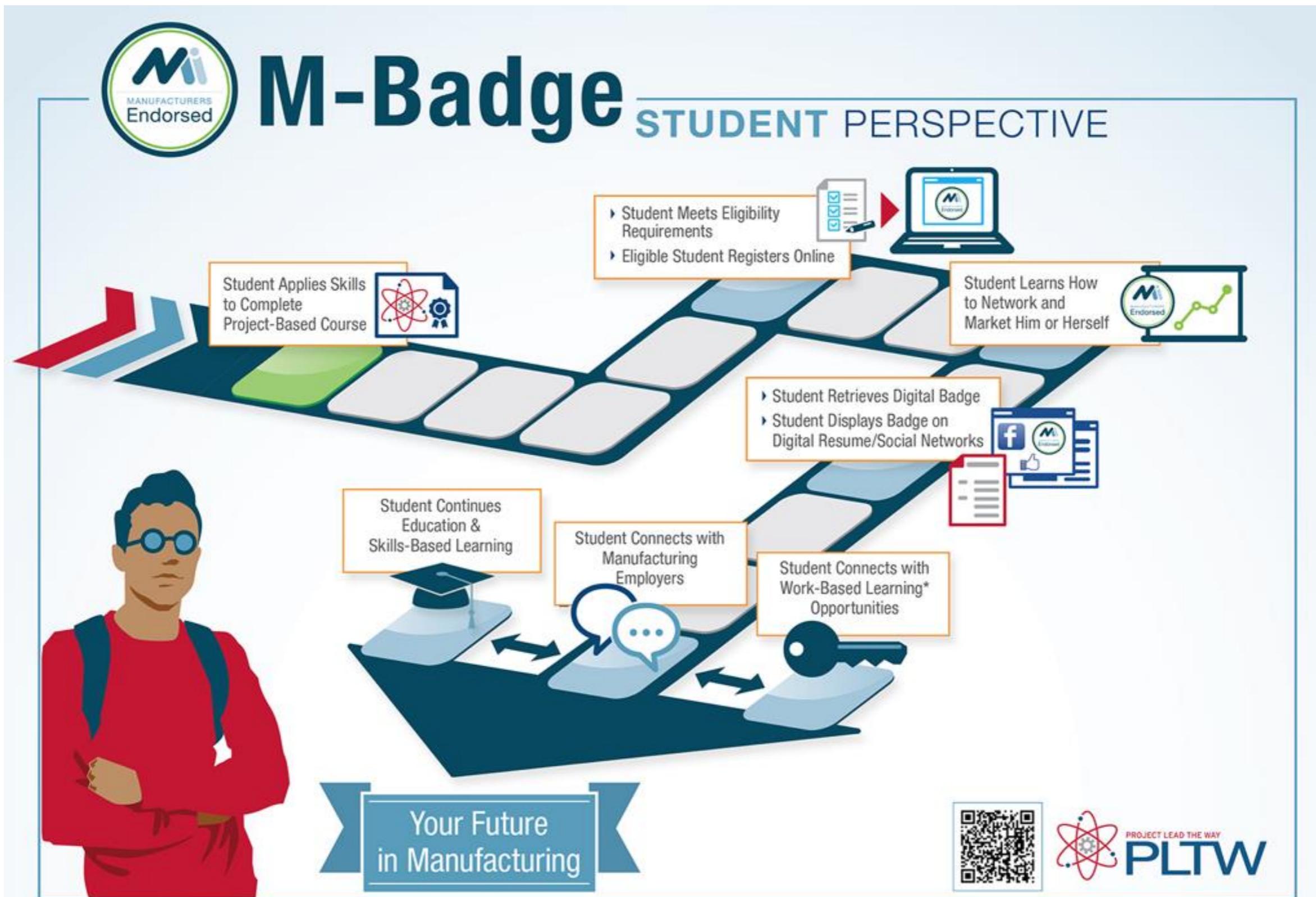
- Earn badges for skills he already has
- View badges recommended for particular industry
- Find open education courses to develop those skills
- Share badges with potential employers



# Workforce: Manufacturing Institute

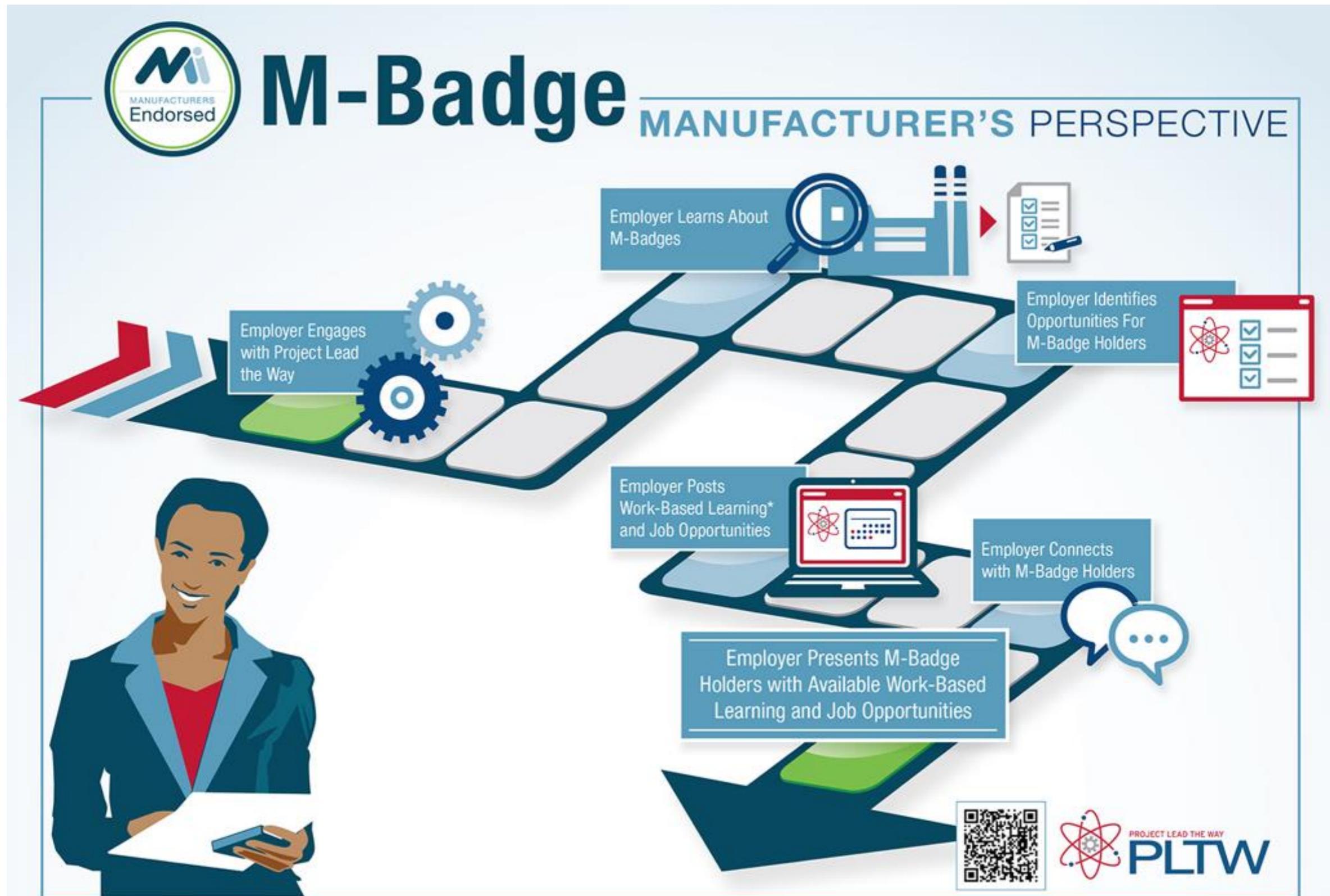
- Use badges to define skills important to the industry
- Badges recognize prior learning and on-the-job training
- Ties directly into jobs and advancement

# Workforce: Manufacturing Institute



\* Potential internships, co-ops, apprenticeships, interviews, etc.

# Workforce: Manufacturing Institute



# Workforce: Story

- Joelle, hiring manager
- Can't find the right people for the job
- Has hired the wrong person several times, at great cost
- Wants better tools for assessing what candidates can do



# Workforce: Story

- Search for candidates through badges
- Use information 'behind' the badge to easily vet candidate's skills
- Find better matches, have more confidence in hiring



### Test-drive Candidate Search for free

- See a count of candidates matching your search for free
- [Subscribe](#) to see profiles and make contact

[Learn more about Candidate Search »](#)

### Subscribe to view full profiles

- Review full profiles and contact candidates
- Compare candidates' skills to thousands of their peers

[Subscribe to Candidate Search »](#)

#### Skills:

any of these skills  all of these skills

#### Type:

#### Students:

2.9k active 22k passive

Showing sample profiles only

[subscribe to see all profiles](#)

 **Jeffrey Szczepanski**  
New York, NY

 **Kevin Montrose**  
Houston, TX

 **Joel Spolsky**  
New York, NY

 **Nicholas Larsen**  
New York, NY

 **Nick Craver**  
Winston-Salem, NC

#### Location:

 within 

include candidates who want to relocate here

legal right to work here required

**2.9k** Active Candidates

Candidates actively looking for a job, with a full profile.

Not enough? There are also:

**22k** Passive Candidates

Candidates not actively looking for a job, including top users from our network.

[show passive candidates »](#)



# badges.mozilla.org

## Badges for & by Mozillians!

This is a service for the Mozilla community, using the [Mozilla OpenBadges](#) standard and [Open Source](#) software.

[Sign In](#)

## Want to make badges here?

This service requires a vouched profile at [mozillians.org](#) associated with the email address used to sign in with Persona.

[Learn about mozillians.org](#)

## Have a claim code?

Type it here to claim your badge:

[Claim award from code](#)

## Looking for Open Badges?



Free software + an open technical standard to create, issue and verify digital badges across the web.

[Check out Open Badges 1.0](#)

- Mozilla Hive NYC (14)
- Young Rewired State (13)
- Mozilla Maker Party (12)
- YRS NYC 2013 (11)
- webdev (10)
- webmaker (7)
- mozilla (5)
- Engagement (4)
- Firefox OS (4)
- maketheweb (4)
- civichacking (3)
- community (3)
- firefox (3)
- moztw (2)
- accolades (2)
- YRSNYC-2013 (2)
- I10n (2)
- sumo (2)
- Mozilla Uganda (2)
- teach (2)

## Recently created badges

[More...](#)



## Recently awarded badges [More...](#)





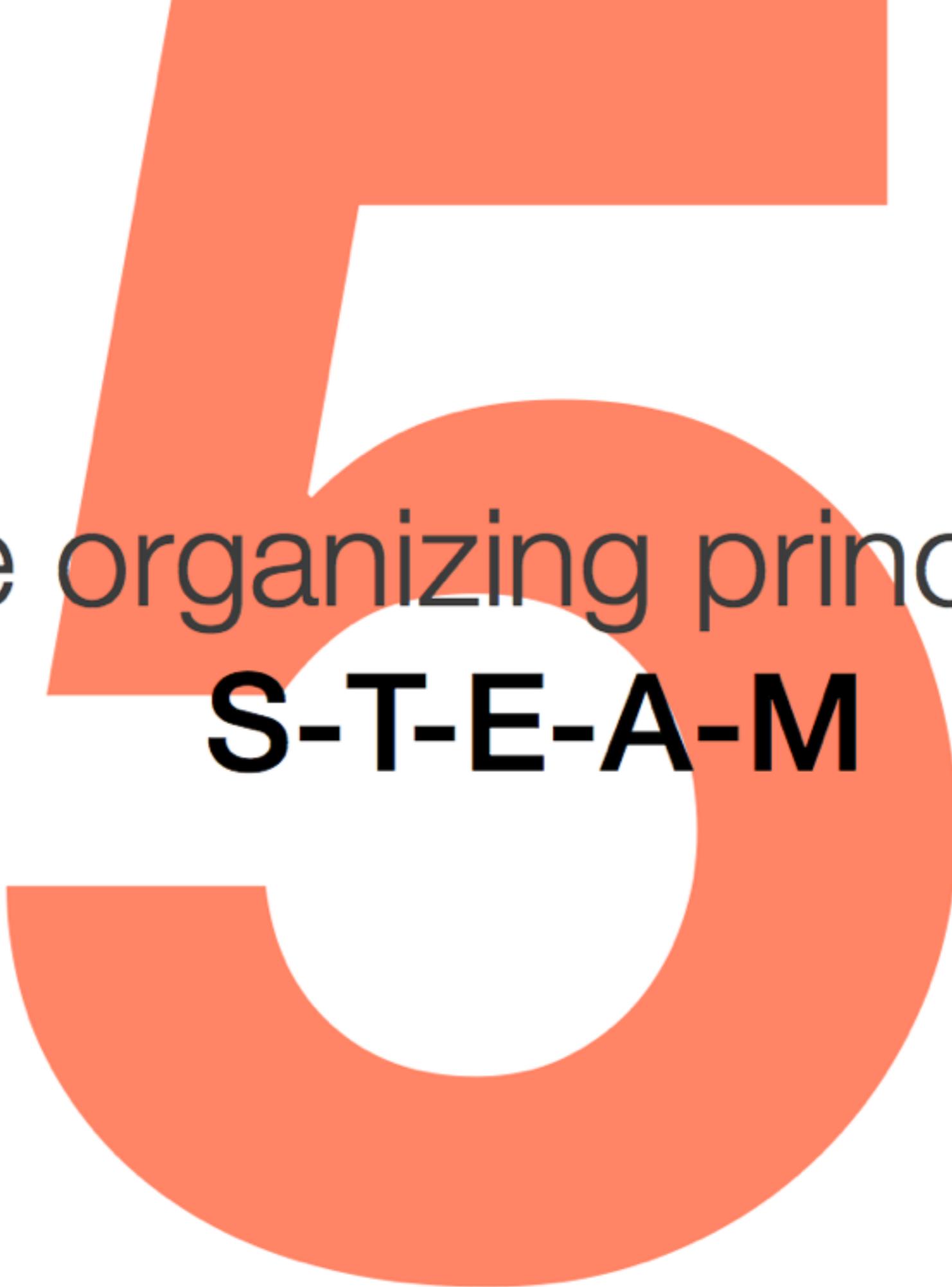


one summer  
**eight weeks**



one primary focus:

**address summer drop-off**

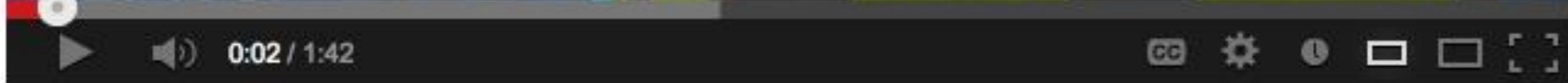
A large, stylized orange number '5' is positioned in the background, partially overlapping the text. The number is composed of a vertical bar on the left and a circular shape on the right, with a horizontal bar at the top.

five organizing principles

**S-T-E-A-M**

100

one hundred+ organizations  
**three core team members**





SCIENCE RESEARCH IV

Science Research IV

[Details](#)



CULTURE

Garfield Park Conservatory  
SLEUTH

Conservatory Sleuth Badge:  
Culture

[Details](#)



EDIBLES

Garfield Park Conservatory  
SLEUTH

Conservatory Sleuth Badge:  
Edibles

[Details](#)



e=mc2

[Details](#)



FOR ART FOR ART

Heart for Art

[Details](#)



FAMILY PRESENT

Perfectly Present

[Details](#)



SCIENTIST SCIENTIST

Mad Scientist

[Details](#)



KNOW

Tech-KNOW

[Details](#)

## How to unlock challenges:



First you earn badges from various programs, self-paced online activities and games.



By earning a combination of these badges (either 3 skill badges -or- 1 achievement badge + 1 skill badge), you are awarded the city-level badges for work in science, technology, engineering, art and math. These are called STEAM fields.



These STEAM badges unlock access to citywide challenges. You can choose to demonstrate your new skills and build cool things for Chicago while earning more badges.

23K

Total  
Learners

1

1

Total  
Badges

0

K

**Summary.**

Open Badges are  
**digital credentials** for the  
modern age.

**Evidence-based** and **verified**.

Recognition of **skills**  
and **achievements**.

Collected across lifetimes  
as portfolio of  
**what you know** and **can do.**

**Digital ‘currency’** to  
carry with you and  
share across the Web.



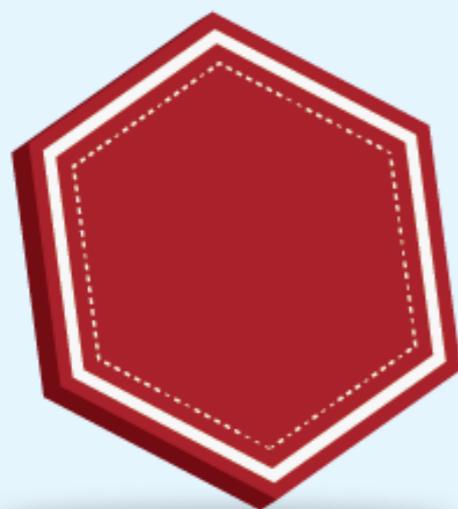
BETTER FUTURES

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## OPEN BADGES: 2 MILLION BETTER FUTURES

Employers need talent; workers need jobs. Open Badges is a 21st Century credentialing approach that connects the two so both businesses and individuals thrive. More learning is rewarded and more employers get the precision, diversity and breadth in talent they seek. By 2016, we envision an Open Badge ecosystem that at least a million workers and a million students can access – the emergence of an assessment approach designed for our times.

**GET INVOLVED TODAY!**

Get information on how to incorporate badges at your institution.

SPREAD THE WORD



Share On Facebook



Share On Twitter



Share On Google+

**1M M**

**STUDENTS**

**1MM**

**WORKERS**

2016

# Get **Connected**

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**Join our weekly Community call**

Wednesdays at 9am PDT / 12pm EDT

<http://bit.ly/OBCommCalls>



**Post questions to our Google Group**

<https://groups.google.com/d/forum/openbadges>



**Stay up-to-date with our Blog**

<http://openbadges.tumblr.com/>



**Reach out to us for information**

[badges@mozillafoundation.org](mailto:badges@mozillafoundation.org)

**AUDIO & VIDEO**

NetWorks Admin

Talk Video

**PARTICIPANTS**

NetWorks A... Moderator

MAIN ROOM (3)

NetWorks Admin Moderator (You)

**CHAT - Supervised**

Room Moderators

New Page Delete Page Fit Page Public Page 1

**?** **FINAL QUESTIONS**

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To access the recording, slides, and handout visit

[www.matecnetworks.org](http://www.matecnetworks.org),

Keyword Search:

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**December 6: Autonomous Robots**

Professional Growth at [www.matecnetworks.org](http://www.matecnetworks.org)

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# Thank You!

Thank you for attending the  
MATEC NetWorks Webinar

**Digital Badges: Open Badges 101**