Modern Employment and Digital Credentials

09.00  In conversation with Rob Abel
09.25  Modern Working Practices
09.55  A Global Vision for an Open Badges Ecosystem
10.20  Mobile skill sets and the evolution of recognition
10.50  Refreshments break
11.10  IBM and Open Badges
11.40  How Digital Credentials are solving key business problems
12.30  Lunch
13.30  Employability Skills for Higher Education
14.00  Skills without borders
Modern Employment and Digital Credentials

14.30 Case studies or Tech Track

Tech Track

14.30 Implementing Open Badges 2.0
15.10 Future of the Backpack
15.50 Competency Mapping Approaches

Case Studies

14.30 Professional Recognition & Membership bodies
15.00 Corporate Perspective AXELOS
15.30 Higher Education perspective
16.30 Drinks Reception
17.30 Event Close
Modern Employment and Digital Credentials

In conversation with Rob Abel

Kirstie Donnelly MBE
Modern Employment and Digital Credentials

Modern Working Practices

Matthew Taylor, CEO, RSA
Modern Employment and Digital Credentials

A Global Vision for an Open Badge Ecosystem

Mark Leuba, Vice President, IMS
A Global Vision for a Digital Credentials Ecosystem

Modern Employment and Digital Credentials

London - December 1, 2017

Mark Leuba
Vice President, Product Management
IMS Global Learning Consortium
mleuba@imsglobal.org
IMS Envisions

• Learners with control of their digital credentials
• Employers seeking job candidates based on verified skills in digital form
• Digital credentials encompassing formal, informal and employer-based education
• A vibrant opportunity marketplace rooted in verifiable digital records
IMS Global Learning Consortium

- International non-profit Ed-Tech collaborative enabling Better Learning from Better Learning Technology®
- 430+ members and growing representing formal and informal learning organizations, higher education institutions, state educational agencies, school districts, and Ed-Tech suppliers
Our Goal

to advance technology that can scale affordably, enhance equity, educational participation, and personal attainment via the development and adoption of free and open standards.
## Partners and Collaborations

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<tr>
<th>AACRAO</th>
<th>ISO/IEC</th>
<th>Right Signals</th>
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<td>Bill &amp; Melinda Gates</td>
<td>ISTE</td>
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Core Initiative Spheres
Open Interoperability Standards

LEARNING TOOLS INTEROPERABILITY®
INTEGRATION AT THE SPEED OF NOW

COMMON CARTRIDGE®

CALIPER ANALYTICS®

QUESTION & TEST INTEROPERABILITY®

EXTENDED TRANSCRIPTS

OPEN BADGES

COMPETENCIES and ACADEMIC STANDARDS EXCHANGE™
Interoperability Provides

• Simplicity of adoption and use
• Choice in products and services
• Lower costs
• Greater variety
• Increased user control
• Makes scale possible
IMS Envisions

- Learners with control of their digital credentials
- Employers seeking job candidates based on verified skills in digital form
- Digital credentials encompassing formal, informal and employer-based education
- A vibrant opportunity marketplace rooted in verifiable digital records
IMS Vision for Digital Credentials

GOALS

LEARNING PATHWAYS

VERIFIED ACHIEVEMENTS
IMS Vision for Digital Credentials

- Career Opportunities
- Personal Growth and Development
- Open Badges
- Informal, Academic, Co-curricular, and Career Skills
- Formal and Informal
Digital Credentials are for Sharing

- Learner’s knowledge, skills and abilities are valuable assets to be
- Shared with the learner, other institutions and parties, and critically, employers
- Modern linked-data structures can be mined, crawled and discovered in support of a learners’ life goals
Vision for Personal Achievements

- Learner-controlled media
- Free, open and universal
- Personal and securable
- Curate verifiable resumes
Open Badges

• **Proven** vehicle for communicating skills
• **Designed to be Portable** and controllable by the learner
• **Scalable**
• **Verifiable** via automated means: e.g. http and Blockchain
• **Capable** of encapsulating formal credentials like extended transcripts
Open Badges 2.0 New Features

• Conformance testing and certification
• Endorsement
• Accessibility
• Multi-lingual
• Versioning
• New identity profile options
Certification

- Supports learner control through platform interoperability
- Platform types
  - Issuing - create
  - Display - verify and display
  - Host - import and export faithfully
Endorsement

As a subject matter expert or authority, I want to endorse a badge offered by an issuer.

As a provider of a learning experience, I want to obtain badge endorsements from recognized subject matter experts for my badge(s).
Accessibility

As a badge issuer, I want to ensure that my badge image is accessible to screen readers and other assistive technology through the use of descriptive text.
Multi-Lingual

As a badge provider, I want to manage a single version of a badge, but offer it in multiple languages to recipients.

As a badge recipient, I want to offer viewers of my badge the ability to change the language that is used for viewing my badge.
Versioning

As a badge provider, I want to **update the criteria** necessary to earn a badge and keep the **previous versions** of the badge unchanged.
Enhanced Profiles

As a badge recipient, I want to use my phone number as the primary way to identify me (rather than email)

As a badge issuer, I want to award a badge to an organization (not an individual)
Vision for Personal Achievements

- Learner-controlled media
- Free, open and universal
- Personal and securable
- Curate verifiable resumes

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Extended Transcripts (eT)

- Courses
- Competencies
- Employability Skills
- Co-Curricular
- Experiential and Prior Learning
- Degrees, Certificates, Certification and Licenses
- Quick Reference

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@LearningImpact
Scope of the eT Standard
SkillsCenter Search is a pilot program now being organized with University of Wisconsin Extension that provides anonymous, secure and blind talent search for employer platforms.

---

eT Achievement Records

- Secure
- Anonymous
- Voluntary

eT achievement records are searchable
Vision for Personal Achievements

• Learner-controlled media
• Free, open and universal
• Personal and securable
• Curate verifiable resumes

A standard protocol to contain digital credentials and assets managed online or offline, interoperable with standards-ready platforms
Personal Achievement Records

Employers

University

Community College

K12 Districts
Find and Apply for Jobs

...or Let The Jobs Find You!
3 Digital Credential Challenges

- Interoperability is a *must*
  - Openness and learner mobility depend on it
- Consistently signaling quality
  - Rigorous and authoritative
- Connecting to sources of employer demand
  - Talent acquisition and HR systems
Modern Employment and Digital Credentials

Mobile skill sets and the evolution of recognition

Chris Jones, CEO, City and Guilds Group and Jonathan Finkelstein, Credly
City & Guilds Group

Helping people, organisations and economies develop their skills for growth
2nd Industrial Revolution

Transportation
Manufacturing
Telecommunications
Power Generation
Oil & Gas
Business Administration
Pace and scale

Technology adoption
Years until used by one-quarter of American population

- Electricity (46)
  - 1873
- Telephone (35)
  - 1876
- Radio (31)
  - 1897
- Television (26)
  - 1926
- PC (16)
  - 1975
- Mobile phone (13)
  - 1983
- The web (7)
  - 1991

First commercially available year

Source: Singularity.com
Economist.com/graphicdetail
Trust
See every skill

digitalme & Credly

A City & Guilds Group Business
Evolution of format

CITY AND GUILDS OF LONDON INSTITUTE
DEPARTMENT OF TECHNOLOGY

This is to Certify that

Eric Greenwell
who has satisfactorily attended a Course of Instruction at
The Army Apprentices School, Chilworth
passed in the Class the Institute's Examination
in Motor Vehicle Mechanics' Work
in the year 1949.

Chairman of the Technology Committee
Inspector of the Institute’s Examinations

Light Vehicle Technician
Apprentice
GATEWAY 1

Light Vehicle Technician
Apprentice
GATEWAY 2

Light Vehicle Technician
Apprentice
GATEWAY 3

End-point assessment
DISTINCTION
Credentials 2.0
4 Key Ingredients
Innovation required to scale

Quality Assurance

Standards

Identity

Assessment
Formal & informal achievements

**SUPPLY**
- ISSUERS
  - Schools
  - Trainers
  - Assessors
  - Employers
  - Associations
  - Certifiers
  - Licensors

- DIGITAL CREDENTIALS
  - Knowledge
  - Skills
  - Competencies
  - Achievements
  - Certifications
  - Licenses

**DEMAND**
- EARNERS
  - Professional Profiles
  - Social Media
  - Resumes
  - e-Portfolios
  - Job Applications
  - Online Communities

- OPPORTUNITIES
  - Admission
  - Hiring
  - Promotions
  - Association Membership
  - Training Pathways
  - Degrees & Certificates
Modern Employment and Digital Credentials

Refreshments
Modern Employment and Digital Credentials

IBM and Open Badges - The Employers View

David Leaser, Senior Program Executive, IBM
How Digital Badges are helping IBM develop its ecosystem

DAVID LEASER
Senior Program Executive, Innovation and Growth Initiatives
Founder, IBM Open Badge Program
By the Numbers
Our ecosystem has embraced digital credentials

**IBM Digital Badge Program**

- **Badged activities**: 1228 / 429
- **Badge earners**: 305K / 205K
- **Badges issued**: 600K / 400K
- **Social media impressions**: 165M / 113M
- **Badge claim rate**: 92% / 94%
- **Countries**: 194 / 139

Overall Program / IBMer Only

Jan 01, 2016 through Sep 30, 2017
Badges show dramatically increased market value
Badges are impacting every area of our business

- Motivates employees and customers to develop current skills: 76%
- Recognizes employees for achievement: 72%
- Increases social media presence: 58%
- Helps me identify verified talent: 48%
- Promotes technical eminence: 41%
- Increases engagement: 39%
- Builds a loyal skill base who want more: 36%
- Accelerates shifts in expertise to meet the changing market: 33%
- Increases client confidence: 31%
- Maps skills at the nano level: 21%
- Enhances expertise analytics: 17%
- Helps me acquire verified talent: 17%
- Enhances the IBM brand in the market: 13%
- Reduces customer service and support: 7%
- Leads to an increase in license sales: 4%

Sources: IBM internal survey of badge issuers, 2017
Badging is how we will measure resume-worthy IBM skills in the market.

*Badge emblem for IBM Professional Certification, used at IBM internally and externally. For internal only -- IBM Certification programs linked to Professions (e.g. Architect, Project Manager) -- another emblem is leveraged.

*Badge categories: Little change since inception
The IBM HR Story
Creating a New Career Culture at IBM

Transparency
Employee transparency to market demand and opportunities

Informed
Career decisions fueled by real conversations and cognitive insights

Experience-Based
Design careers around a collection of experiences

Supported
Employee owned, manager and organization supported
The Changing Talent Landscape

Demographics

Millennials make up half of the workforce and people are retiring later in life

Digital

The digital age is changing the nature of work - and the skills required

Experience

Employees demand a work experience consistent with their consumer experience

Social Contract

Employees want purpose, flexible and compelling workplace, and rapid career growth
Jill
Data Scientist
San Francisco, CA

“I don’t know how to progress my career or what skills I should build. How do I demonstrate my eminence?”

Sid
Solutions Architect, Manager
Bangalore, India

“I like to hear about what other people are learning, what workshops they’ve attended and so forth. I think, ‘hey, maybe I should do that too!’”
Our workforce is embracing Digital Badges

Digital Badge demographics

53% of IBM employees

• 400K Badges issued
• 429 Badged activities
• All Business Units
• 94% Claim rate
The results have **exceeded** our wildest expectations

**Social Media**
113M Impressions ~ 8M

**Expertise Shifts**
67% Strategic Skills badges

**Career Milestones**
22% Profession badges

**Technical Eminence**
14k Giveback badges

**Enrollments**
125% increase

**Career Conversations**
32% badges earned increase

**Engagement**
Upwards trends

**Skills Registry**
139 countries
Employees can discover badges in multiple ways

<table>
<thead>
<tr>
<th>seeking badges</th>
<th>tracking progress</th>
<th>earning &amp; sharing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explore Career Paths and badge programs</td>
<td>Collect, store and organize earned badges</td>
<td>Share earned badges, get recognised and endorsed</td>
</tr>
<tr>
<td>Search digital badges for (hot) roles and skills</td>
<td>Keep track of all earned badges and plan next milestone</td>
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</tbody>
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Discoverability
Managers have access to reporting and analytics

Monthly report offers various types for pivot tables, by strategic skill, BU, top 10 badges, badge types etc.

Real-time Cognos report Combines badge data with IBM demographics
IBM’s *Your Learning* platform offers cognitive capabilities to search and report on employees’ digital badges

- See all digital badges earned
- Search for badges tied specific skills
- Recommended badges based upon employee’s expertise profile
- IBM’s hot roles and skills and associated badges and learning
- Manager Badge reporting
Optimizing the project staffing process through Digital Badges, to make more efficient and strategic staffing decisions

- Project Managers can access real-time badge information of employees
- Search for Professionals by specifying keywords to be matched with the badge information in employees' profiles.
Digital Badges are now embedded into every employee profile
Digital badges have significantly contributed to a better coverage and accuracy of inferred expertise

-Discovery tool that quickly finds the experts
-Simple, fast, and efficient search
-It searches various expertise data sources including Digital Badges
-Showcase your expertise and easily make contact with experts
The External Badge Story
Example programs

**IBM Design Thinking badges**
IBM Design Thinking Badges recognize expertise and experience with this strategic skill.

**Agile**
Agile badge family allows IBM to reward and identify Agilists who have proven themselves capable of enabling their teams.

**Industry**
Industry badges are earned through application of industry knowledge and skills in a client or project setting.

**Profession Certification**
All Enterprise Professions are launching their badge strategies.

**New collar careers**
Digital badge strategy to recognize essential skills mapped to new collar job opportunities

**Digital Nation Africa**
$70M investment targeting 25M individuals across four target groups:
- Digital Explorer
- Digital Innovators
- New Collar Jobs
- Startups

All badge proposals are reviewed and prioritized against a set of criteria including resume worthiness, skills achievement recognition, strategic skills, high business value and cross BU/ IOT impact.
IBM Digital Badges provide the ability to create heat maps to...

- Understand distribution of talent
- Identify where skill gaps exist

These are the brand influencers who will help drive sales!
Badges now act as “digital transcripts” for college credit
Badges are turning *transactions* into *progression*
Every badge links to real-time job postings
Questions?
Modern Employment and Digital Credentials

How Digital Credentials are solving key business problems in hiring, team creation and talent development

Moderator: Peter Janzow, Pearson
Panelists: Riaz Shah, EY
Mikki Draggoo, City & Guilds Group
David Leaser, IBM
Modern Employment and Digital Credentials

Lunch Break
Modern Employment and Digital Credentials

Employability Skills for Higher Education

Patrina Law, Open University
Doug Cole, Higher Education Academy
FORMAL CREDENTIALS ARE NO LONGER ENOUGH
Old School Credentials

New School Credentials

Image source: Bryan M. Mathers. Creative Commons.
Issues facing employers

Source: New York Construction Workers Lunching on a Crossbeam, 1932, by Charles Ebbets. Photograph: Mike Stimpson/BPNS.co.uk
Employers’ requirements

Most important factors considered when recruiting graduates:

- Attitudes and aptitudes (87%)
- Relevant work experience/industrial placement (67%)
- Degree subject (65%)
- Degree result (55%)
- University they attend (13%)

A 29% increase since 2016 in graduate intakes...

Employers’ requirements

An increasing the demand for:

- Leadership and management skills
- Self-management / resilience
- Cultural awareness
- Team working
- Business and customer awareness
- Problem solving
- Communication skills

Wish list: skills that graduates need most for the digital age

www.timeshighereducation.com/features/which-countries-and-universities-produce-most-employable-graduates
Employer satisfaction with graduate skills

- Use of IT
- Basic numeracy skills
- Technical skills
- Literacy and use of English
- Teamworking
- Positive attitude to work
- Analysis skills
- Problem solving
- Communication skills
- Knowledge about their chosen job/career
- International cultural awareness
- Self management/resilience
- Relevant work experience
- Business and customer awareness
- Foreign language skills

Very Satisfied | Satisfied | Not satisfied

Number of poor students dropping out of university at highest level in five years

Dropout rate for young UK students rises again

Hesa data show non-continuation rate for disadvantaged students is rising faster
ARE WE ALL SPEAKING THE SAME LANGUAGE?
UK - The Teaching Excellence and Student Outcomes Framework

• ‘Focus on teaching’
• ‘Employability’, ‘Job readiness’, ‘Skills’
• ‘Widening participation’
• ‘Assessment and feedback’
Are we all speaking the same language?
Employability: what it isn’t

- Common misconceptions/assumptions = Resistance to engage
- Employment or Employability? - employment is about securing a job, employability is about a life long career and more broadly who you are as an individual
- Employability encompasses: knowledge, skills, values, attitude, behaviours and experience

Dacre Pool and Sewell (2007) raise concern about employability being linked to just securing a job or to developing individual skills.

‘...employability goes well beyond the simplistic notion of key skills, and is evidenced in the application of a mix of personal qualities and beliefs, understandings, skillful practices and the ability to reflect productively on experience’. (Higher Education Academy Online)
Where are we now?

- Employer engagement
- Work placements / Internships
- Career Management e.g. CV advice, cover letter/interview preparation, self-awareness
- Live projects and briefs
- Industry consulted on course design
- Guest lectures and industry panels
- Alumni networks and partnerships

- What is the rationale that underpins all this work?
- What are the learning outcomes?
- Research informed? What is missing?
- How do we engage all staff? Consistency?
A FRAMEWORK FOR EMPLOYABILITY IN HE
What is the purpose of an employability framework?

- Finding common ground: adopting a systematic and unified approach at an institutional level
- Ensuring this work is a feature of learning and teaching
- Engaging staff, students and industry
- Defining what we need to do and how we will do it
- Becoming more explicit as teams and with students

- Aligns with the work by:
  - Prof Geoff Scott on ‘flipping the curriculum’
  - John Biggs’ concept of ‘constructive alignment’
  - Prof Romy Lawson in her OLT work on ‘curriculum design for assuring learning’
HEA Embedding Employability in Higher Education Framework

Key considerations
• Bringing staff, industry and students together to own and shape this work at a programme level
• Providing a consistent methodology at an institutional level
• Supporting both curriculum design and planning for the broader extra curricular offer
• Supporting the design of assessment practices
• Impacting on the student experience / retention and attainment
• Identifying areas of work where we need digital credentials

https://www.youtube.com/watch?v=ffNbi4qZg4w
A FRAMEWORK IN ACTION
# The Open University’s framework

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Delivery incorporates open badges

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Co-curricula
Assessed online ‘soft skills’, perpetually open courses, badged:

• Understand...
• Describe...
• Recognise...
• Define...

In the curriculum
Delivered by year / level, subject / qualification specific:

• Engage with...
• Demonstrate...
• Reflect on...
• Produce...

via OpenLearn www.open.edu/openlearn
Money and finance
Improve your finance skills with our first class resources.

Project planning
Learn how to manage and plan projects through to completion.

Digital
Learn the vital skills needed to be highly valued by employers.

Communication
Learn how to get your point across and key communicator skills you should using in the workplace.

Career
What are the top 10 skills that employers want? Our free learning resources can help you get ahead.

Leadership and management
Learn how to innovate, think critically and problem solve. Skills that are valued by employers.

Skills for work

Introduction to cyber security: stay safe online
This free course, Introduction to cyber security: stay safe online, will help you to understand online security and start to protect your digital life, whether at home...

Managing my money for young adults
This free course, Managing my money for young adults, will help you to start to think about managing your finances. You will learn how to budget effectively, and will...

Leadership and fellowship
This free course, Leadership and fellowship, will help you to explore what makes a good leader, recognize common leadership challenges, and identify the...

Succeed in the workplace
Do you want to change jobs, are you just starting in the job market or may be returning after a break? If so, then this free course, Succeed in the workplace...

Understanding your sector
This free course, Understanding your sector, will help you to understand the difference between sectors, industries and professions. It will also help you to...

Returning to STEM
This free badge course, Returning to STEM, offers useful skills and solutions to help you get back into a career in science, technology, engineering or...

Skills for work

Free course 24 hrs

Free course 24 hrs

Free course 24 hrs

Free course 24 hrs

Free course 24 hrs

Free course 24 hrs

Free course 24 hrs

Free course 24 hrs

Free course 24 hrs

Free course 24 hrs
Uptake by OU students for top 18 employability courses in 6 months = 13,000

Badged Courses in particular are popular with students

These two courses have seen 5,500 enrolments Mar-Oct 2017
THE FUTURE?
Badges as part of a digital learning record

Source: IMS Global Learning Consortium
POINTS FOR REFLECTION
• How can digital credentials support a curricular and co-curricular offer in employability?
• How do we ensure staff and students understand the purpose of digital credentials?
• How might digital credentials be of value throughout the entire student journey?
• Could we all use the HEA’s Framework as a roadmap for this work?
Modern Employment and Digital Credentials

Skills without borders

Prof Ilona Buchem, Beuth University
Skills without borders

Ilona Buchem
Professor for Communication & Media
Beuth University of Applied Sciences Berlin

IMS Global Learning Consortium
Open Badges Summit
London, 1 December 2017
https://www.imsglobal.org/event/open-badges-summit-2017
Migration is a fact of life in the globalised world. It plays a critical role in the economic growth and counteracting labour market shortages in receiving countries.
Flow of migrants

In 2015 and 2016, according to the latest estimates of pre-registrations for asylum by the Federal Ministry of the Interior, almost 1.2 million persons arrived in Germany with the intention of asking for asylum. This is the largest inflow ever registered since World War II in an OECD country, except Turkey (Figure 1.1).¹

Figure 1.1. Asylum applications in 2015/2016, in European OECD countries


Ilona Buchem CC BY-SA 4.0
There are many difficulties in exploiting the social capital, e.g. degrees, certificates and professional experience (differences in education systems, recognition of foreign degrees and qualifications).
Studies in Germany show that **shortages of skilled workers** will broadly affect economy starting in 2020 due to **population ageing** and a **shrinking labour**.
Employment challenges

• **Unemployment** in Germany is **twice as high** among people who have migration background compared to those who do not.

• Many migrants hold **professional degrees** and **valuable skills** and yet have problems finding adequate employment – the problem of “**brain waste**”.

• Migrant academics (including refugees) are often faced with (a) **unemployment** (no job), (b) **underemployment** (under-utilisation of qualifications), or (c) **precarious work** (poorly paid, insecure and/or unprotected jobs).
Connected migrants

Social media are used by migrants to learn how to search for jobs, where to find jobs and how to apply for jobs.

Ilona Buchem CC BY-SA 4.0
BeuthBonus program was developed to help migrant academics improve employment situation, especially finding long-term employment adequate to the individual qualification field and level.
The BeuthBonus program (2015 – 2018) has been funded as part of the German federal program “Integration through Qualification” by the German Federal Ministry of Research, and Education, the German Federal Ministry of Labour and Social Affairs and the German Federal Employment Agency.

Ilona Buchem CC BY-SA 4.0
## BeuthBonus participants

<table>
<thead>
<tr>
<th>PARTICIPANTS</th>
<th>MIGRANT GRADUATES WITH TECHNICAL DEGREES</th>
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<tbody>
<tr>
<td>Number of participants (from 2015 until 2017)</td>
<td>n = 49 (20 female, 29 male), 61 applications</td>
</tr>
<tr>
<td>Academic background</td>
<td>20 degrees: BA (28%), MA (18%), PhD (7%)</td>
</tr>
<tr>
<td>Age (24 - 59 years old)</td>
<td>30-39 (54%), 40-49 (21%), 20-29 (21%) years old</td>
</tr>
<tr>
<td>Countries of origin (altogether 27 countries)</td>
<td>Syria, Iran, Tunisia, Ukraine, Spain, Afghanistan, Greece, Russia, Greece, Italy, Albania, India</td>
</tr>
</tbody>
</table>
Diagnostic tools
Communicating skills

“(Open Badges) have the potential for greater, extended use for individuals in multiple learning environments to create skill and knowledge portraits more comprehensive than a single letter grade or certificate can capture.”

Sullivan, 2013
Welcome to the BeuthBonus Academy.

BeuthBonus is a qualification program for migrant academics with higher education degrees who strive for qualified jobs in the IT sector. The program is offered by Beuth University of Applied Sciences in Berlin, Germany.

BeuthBonus aims at enhancing employability and work opportunities of migrant graduates in IT fields. BeuthBonus Badges are issued as digital micro-credentials to participants who can successfully demonstrate key competencies such as German language, intercultural, team, management and leadership competencies.

BeuthBonus is part of the German federal program Integration through Qualification (IQ Network), which aims at improving employment opportunities for migrants in Germany.

For more information please visit the BeuthBonus website: http://beuthbonus.beuth-hochschule.de and the website of the IQ Network: http://www.netzwerk-iq.de/

Contact person:
Prof. Dr. Ilona Buchem, program director: buchem@beuth-hochschule.de

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BeuthBonus badges

https://www.openbadgeacademy.com/beuthbonusbadges

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198 badges issued!
What do participants say?

83%
Open Badges are useful instruments for enhancing online reputation in Social Media and digital job applications

66%
Open Badges recognise my skills in an appropriate way and are designed in an appealing way

66%
Open Badges are helpful to make potential employers pay attention more to my online profiles

The results are based on a survey of the BeuthBonus participants in 2017.
“Highly-skilled candidates with technical skills tend to be frequently approached by recruiters through Social Media.” (Kelly Workforce Index, 2013)
## BeuthBonus results

<table>
<thead>
<tr>
<th></th>
<th>BEFORE</th>
<th>AFTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment</td>
<td>7%</td>
<td>75%</td>
</tr>
<tr>
<td>Digital CV</td>
<td>0%</td>
<td>72%</td>
</tr>
<tr>
<td>Online profile</td>
<td>8%</td>
<td>86%</td>
</tr>
<tr>
<td>Social network</td>
<td>small and narrow</td>
<td>larger and broader</td>
</tr>
<tr>
<td>Self-esteem</td>
<td>lower: German labour market and own skills</td>
<td>higher: aware of own professional identity</td>
</tr>
</tbody>
</table>

75% participants found employment already during the program or shortly after (possibly more in a long-term perspective).

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Open Badges help piece together skills from formal, non-formal and informal learning, work skills and professional experience in a more holistic manner.
Open Badges as Boundary Objects

Boundary objects are objects which are both *plastic* enough to adapt to local needs and constraints of the several parties employing them, yet *robust* enough to maintain a common identity across sites. (…) They have *different* meanings in different social worlds but their structure is *common* enough to more than one world to make them recognisable, a means of translation.

Star & Griesemer (1989)

Welcome to the Open Badge Network

The Open Badge Network (OBN) is an Erasmus+ project which brings together organisations from across Europe to support the development of an Open Badge ecosystem, promoting the use of badges to recognise non-formal and informal learning.

Mozilla Open Badges is an open standard that allows all skills and achievements to be recognised and shared across the web. Schools, Universities, Employers and informal learning providers globally are using open badges to capture life long learning which is currently unrecognized.

This project aims to provide a trusted source of independent information, tools and informed practice to support people who are interested in creating, issuing and earning badges across Europe.

You can see who is already issuing badges on the Inventory of Open Badge Projects map below and share your planned or active badge projects too.

We are looking for organisations and individuals from across Europe to join us and help build the Open Badge Network. It doesn’t matter whether you are a badge novice or expert, you can become a member of the Open Badge Network by registering here: OBN community registration.

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Open Badges across Europe

- Use Cases
- Guidelines
- Good Practice
- Tools & platforms
- Semantic skills directory
- Policy recommendations

www.openbadgenetwork.com

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Erasmus+
Virtual Mobility emphasises cross-border collaboration with persons from different backgrounds and cultures working and studying together, aiming at the enhancement of intercultural understanding and the exchange of knowledge by using information and communication technologies (ICT) to obtain the same benefits as one would have with physical mobility but without the need to travel (EuroPACE, 2006).
Open Virtual Mobility
Erasmus+ (2017 - 2020)

Output 1: Conceptual Framework and Guidelines

Output 2: Integrated Virtual Mobility Service

Output 3: Competency Directory & Matching Tool
Output 4: E-Assessment Concept & Tool
Output 5: Open Digital Credentials & Gamification

Output 6: OER, MOOC & Pilots

Output 7: Quality Assurance, Policy & Sustainability

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We are persuaded by Latour that the important questions concern the **flow of objects** and concepts through the **network** of participating allies and social worlds. (...) By reaching agreements about methods, different participating worlds (...) begin to devise a **common coin** which makes possible **new kinds of joint endeavour**. (...) Boundary objects act as anchors or bridges, (...).

Star & Griesemer (1989)

Thank you!

Prof. Dr. Ilona Buchem
buchem@beuth-hochschule.de
Twitter: @mediendidaktik
beuthbonus.beuth-hochschule.de
http://openbadgenetwork.com
Modern Employment and Digital Credentials

Break out sessions: Case Studies or Tech Track