Employers All In on Digital Credentials

nwfa
National Wood Flooring Association

IBM

Credly
Unleash the Workforce
The McKinsey Institute estimates that by 2030 between 3 and 14 percent of the global workforce will need to be able to perform a completely different job function. McKinsey estimates that all workers will need to adapt in some way to working more closely with machines...
Digital Credentials enable skills verification across the labor market

The validated credentials in Open Badges are a vital currency in the interactions between organizations, educators, employees and other key constituents.
Today’s Topics

How are badge programs solving employment and skills gaps problems in two industries?

Example: NWFA

Example: IBM

Q&A
Who is NWFA?

- Trade association
- Entire supply chain of wood flooring
  - Manufacturers
  - Distributors
  - Dealer/Retailers
  - Contractors
  - Inspectors

**NWFA Mission Statement:**
To promote the use of wood flooring in residential, educational, and commercial environments, and to provide members with the education and training necessary for personal and business success.
NWFA’s Efforts

- Technical guidelines
- Education
- Government advocacy
- Networking
- Wood Flooring Expo
- Magazine
- One unified voice
Why Digital?

- 2013 Member survey indicated difficulty finding skilled labor at a top priority
- Labor shortage stats
  - Post-recession = 1.5 million workers left the construction industry
  - More than 50% of current workforce is over 50
  - 73% of businesses have difficult time finding qualified workers
  - Yet, 70% of students are still entering college instead of a trade or trade school
How did NWFA answer these questions through member services?

• Developed and launched NWFA (on-line) University in July 2016
  • Using technology to reach younger generation
• Restructured current certification path to include digital badges
• Use the features of digital badging to attract younger students through brand awareness and pre-apprenticeship programs
Career Path

INSTALL: EVALUATING THE JOBSITE

INSTALL: LAYOUT

INSTALL: NAIL DOWN

CERTIFIED INSTALLER PROFESSIONAL

CERTIFIED INSTALLER PROFESSIONAL

CERTIFIED SAND & FINISHER PROFESSIONAL

COLOR AND FINISHES

COLOR AND FINISHES

WOOD BENDING

PARQUETRY

MASTER CRAFTSMAN
Connecting with students

- Developed career path for students
- Developing project based learning projects
  - Issue digital badge upon completion
  - Connecting with local members
  - Can lead into apprenticeship program
- NWFA developed apprenticeship with Federal D.O.L.
  - Wood Floor Specialist
  - 3 year hybrid program
  - Pre-Apprenticeship program
  - Digital badges
Infographics

NWFA University has wood flooring education covered

FROM THE GROUND UP

- Why Build a Career in Wood Flooring:
  - The industry needs workers and is actively hiring.
  - Students can start an apprenticeship right after graduation.
  - There's a variety of career options - From logger, to installer, to even sales.
  - Wood flooring is a sustainable product and career.

Learn more about the industry >> nwfa.org

Explore the possibilities.

- 64% make more than $15/hr
- 75% make more than $75K
- 65% make more than $75K

Learn more about the industry >> nwfa.org
Successes

- 56,550+ courses completed on NWFAU through 1/28/18
  - Average of 43 courses completed per day
- 78% of users engaged with NWFAU are “new” learners

**Badge Report Summary**

<table>
<thead>
<tr>
<th>All</th>
<th>Requests</th>
<th>Given</th>
<th>Reports</th>
<th>Recipients</th>
</tr>
</thead>
</table>

- badges created: 53
- total issued: 11.9k
- badge activity: 1.1m

- 27% Facebook
- 66% LinkedIn
- 7% Twitter
We developed **five unique digital badges** to encompass the broad activities we host at IBM.

Badging is how we will measure **resume-worthy** IBM skills in the market.
We established **objectives** for the entire organization

<p>| | | | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Reduce customer service and support</td>
<td>Increase client confidence</td>
<td>Map skills at the nano level</td>
<td>Build a loyal skill base who want more</td>
</tr>
<tr>
<td>Enhance expertise analytics</td>
<td>Promote Technical Eminence</td>
<td>Crowd-source innovation</td>
<td>Recognize employees for achievement</td>
</tr>
<tr>
<td>Acquire verified talent</td>
<td>Increase license sales</td>
<td>Achieve career milestone</td>
<td>Accelerate shifts in expertise</td>
</tr>
</tbody>
</table>
## We generated **use cases** with expected benefits

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Solidify the client base</th>
<th>Build a developer base</th>
<th>Proliferate skills</th>
<th>Track skills @ nano level</th>
<th>Increase license sales</th>
<th>Reduce customer service</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Benefits to earners</strong></td>
<td>Build advocacy and strengthen client relationship and commitment to IBM</td>
<td>Increase the number of developers using our offerings</td>
<td>Build a vibrant and large pool of skilled labor to support our products</td>
<td>Create a heat map of critical skills for achievements earned across the globe</td>
<td>Drive potential customers to act by downloading trial versions of our offerings</td>
<td>Motivate customers to develop skills to reduce support calls and critsits</td>
</tr>
<tr>
<td><strong>Benefits to our clients</strong></td>
<td>Earmers will be recognized as having increased eminence on IBM solutions.</td>
<td>Earmers receive a nano credential they can use to increase job and opportunity prospects, build a personal brand in social media.</td>
<td>Earmers receive a nano credential they can use to increase job and opportunity prospects, build a personal brand in social media.</td>
<td>Provides a progression path and skills journey as we target offerings based on our analysis of their skill level and need.</td>
<td>Easy connection between a completed badge for a &quot;how to&quot; course leads immediately to a free trial product download</td>
<td>Earmers receive a nano credential they can use to increase job and opportunity prospects, build a personal brand in social media.</td>
</tr>
<tr>
<td><strong>Benefits to your organization</strong></td>
<td>Badges count for points in a program that rewards customers with conference seats, services or marketing activities.</td>
<td>Verfied application development skills in employees and potential hires. Badges motivate internal employees to self-manage and progress their learning.</td>
<td>Verified skills in employees and potential hires. Badges motivate internal employees to self-manage and progress their learning.</td>
<td>Verified solution skills in employees and potential hires.</td>
<td>Employees come to the table with a fundamental understanding of the product and the benefits, the beginning of a POC.</td>
<td>Reduced cost, customer satisfaction and opportunity cost. Badges motivate internal employees to self-manage and progress their learning.</td>
</tr>
</tbody>
</table>

| Increased public advocacy, references, case studies, plus as a social media drip marketing campaign generated by badges | Expanded developer base eager to advance with IBM. | Skilled labor to support installations. Reduced risk of poor deployments. | Ability to locate and progress deep technical skills for key IBM solutions | Increased exposure to IBM solutions through downloads. | Reduced cost, customer satisfaction issues and costs. |
Our online courses saw **triple digit growth** in every metric.

### Student Enrollments
- **Before**: 10589
- **July**: 12260
- **Oct**: 24253

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%)

Increase in course completion rate when compared to six week period leading up to launch of badge program.

**40% Avg for all other courses**

### No. of Students Passing EoC Assessment
- **Before**: 1189
- **July**: 1975
- **Oct**: 9442

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%)

Increase in the rate of students enrolled who went on to pass the EoC assessment.

**23% Avg for all other courses**
The results have exceeded our wildest expectations

- Engagement: 87% increase
- Certifications: 57% increase
- Product Trials: 64% increase
- Employability: 92% say verifies job skills
- Enrollments: 125% increase
- Completions: 694% increase
- Social Media: $50-200K per 10,000 badges
- Skills Registry: 195 countries

LinkedIn profiles with IBM badges receive 6x profile views.
The benefits of our program went **way beyond** training program participation

- **Engagement**: 87% say they are now more engaged with IBM
- **Certifications**: 57% increase in certification pass rates
- **Product Trials**: 64% increase in product trial downloads
- **Employability**: 92% say badges are valuable to verify job skills

**NOTE**: LinkedIn profiles with IBM badges receive **6x profile views**.
We receive 2.5 million views for every 10,000 badges we issue resulting in $ millions in marketing benefit
Retire the LMS! Every badged activity flows into a single skill registry, so we can now see all disparate activities.

Name: Susan Ballesteros  
Location: Manila, Philippines  
Skills Tags: Bluemix, Security, Mobile, zSystems

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Location</th>
<th>Outcome</th>
<th>Progress To:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/15/15</td>
<td>Workshop</td>
<td>IIC</td>
<td>Explorer Badge</td>
<td>Hackathon</td>
</tr>
<tr>
<td>1/20/15</td>
<td>Hackathon</td>
<td>Santa Cruz</td>
<td>Advocate Badge</td>
<td>Learnathon</td>
</tr>
<tr>
<td>2/20/15</td>
<td>GitHub</td>
<td>Virtual</td>
<td>Inventor Badge</td>
<td>Certification</td>
</tr>
<tr>
<td>4/30/15</td>
<td>Certification</td>
<td>Manila</td>
<td>Certified</td>
<td>Conference</td>
</tr>
</tbody>
</table>
Badges motivate our audience to develop current skills

IBM business unit credential strategy leads: How do badges impact your 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
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.

<table>
<thead>
<tr>
<th>Strategic Skills</th>
<th>Count of Issued to Email</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Thinking</td>
<td>61,169</td>
<td>30.5%</td>
</tr>
<tr>
<td>Cloud</td>
<td>29,578</td>
<td>14.7%</td>
</tr>
<tr>
<td>Analytics</td>
<td>24,364</td>
<td>12.1%</td>
</tr>
<tr>
<td>Industry</td>
<td>6,905</td>
<td>3.4%</td>
</tr>
<tr>
<td>Agile</td>
<td>6,312</td>
<td>3.1%</td>
</tr>
<tr>
<td>Internet Of Things</td>
<td>2,320</td>
<td>1.2%</td>
</tr>
<tr>
<td>Security</td>
<td>1,959</td>
<td>1.0%</td>
</tr>
<tr>
<td>Mobile</td>
<td>2</td>
<td>0.0%</td>
</tr>
<tr>
<td>(blank)</td>
<td>68,037</td>
<td>33.9%</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>200,646</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

(Blank) reflects badges that are not identified as aligned to a strategic skill

### Real-time Cognos report
Combines badge data with IBM demographics
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
Badges are turning *transactions* into *progression*
IBM Digital Badges provide the ability to create heat maps to…

- Understand distribution of talent
- Identify where skill gaps exist

These are brand influencers and advocates for your company!
The IT industry is looking to IBM to provide leadership as they develop digital credential programs. Microsoft, Cisco and Project Management Institute and others consulted with IBM and have now launched digital badge programs.
The IBM Digital Badge Program is creating a bridge between colleges and corporations

Make prior learning count
IBM Digital Badges now qualify for prior learning credit in select programs at Northeastern University

Alternative Credentials
Colleges around the world are now issuing IBM Digital Badges as a signal of “New Collar” employability

For more:
http://ibm.biz/IBM-NEU-Project-Mgmt
The IBM Digital Badge Program is creating unintended benefits: A significant opportunity to **solve the world’s talent gap**

- **Alternative to college diplomas**
  - Digital Certificate Programs that align (better) with the modern economy

- **College credit for badges**
  - Prior learning credit for badges: Why should your learning not count?

- **Talent search and match**
  - Employers search & verify the skills registry to find ideal matches

- **Integration with job placement**
  - Embedding into applicant tracking systems and talent agencies
Lessons learned
Through **trial and error**, we learned what works and what does not. Here are important takeaways:

1. Develop a solid communication plan with persuasive language.
2. Develop measures of success.
3. Badge what you have.
4. Provide strong benefits statements (marketing) into the intro letter to badge earner.
5. Keep it simple and flexible.
6. Add progression and engagement paths into every badge.
7. Metadata matters, from skills tags to links of evidence.
8. Names are important: Nobody wants a “newbie” badge.
“We are using EY Badges to recognize our people’s skills, we are increasing their career value and professional visibility, as well as equipping them with the right skills and experience to respond to the changing needs of our clients”

VIDEO:  http://crd.cr/ey-video
Thank you!

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- Pete Janzow, Credly: pete@credly.com