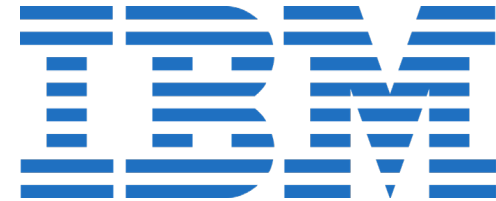


Employers All In on Digital Credentials



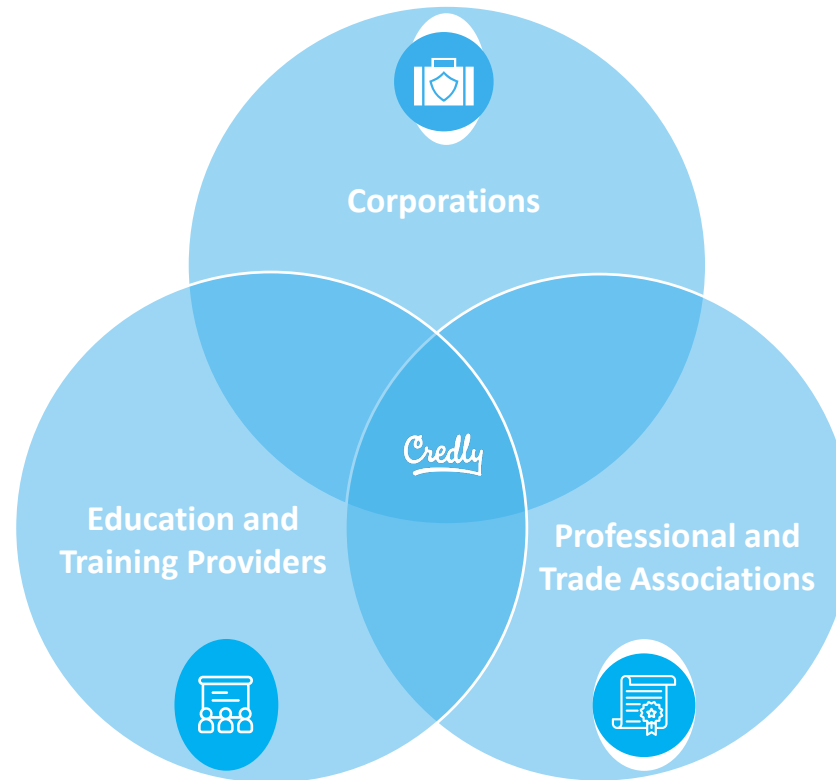
Unleash the Workforce



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?

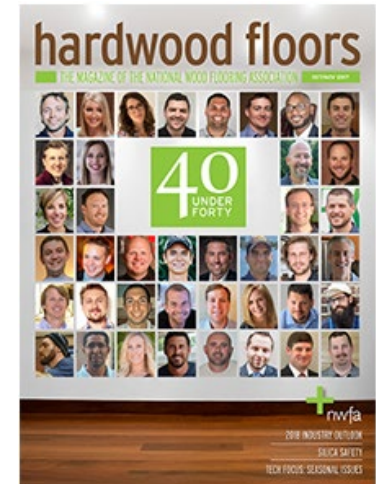
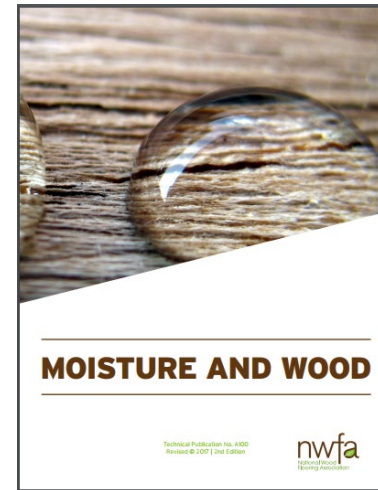
- Trade association
- Entire supply chain of wood flooring
 - Manufacturers
 - Distributors
 - Dealer/Retailers
 - Contractors
 - Inspectors

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



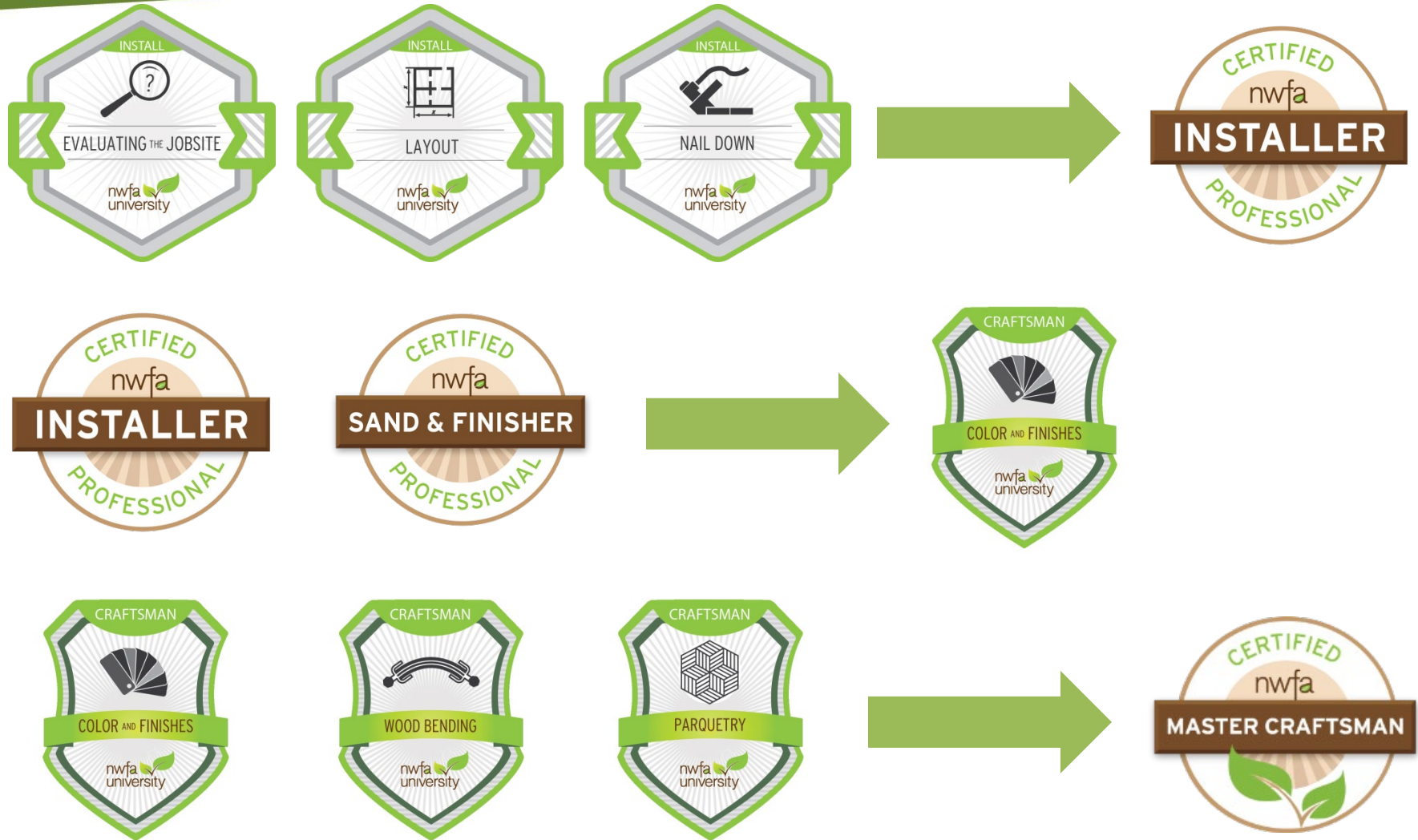
Why Digital?

- 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

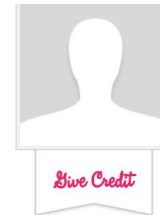
Career Path



Consumer Talent Sourcing

Blackhawk Floors Inc.

Name: Jason Elquest, CWFI, CI, CSF
Categories: Contractors, Certified Installer , Certified Sand & Finisher, Certified Inspector
Address: 15507 N Scottsdale Rd
Ste 150
City: Scottsdale
State/Province: Arizona
Postal Code: 85254
Phone: 480-595-9554
Email: jason@blackhawkfloors.com
NWFA Education Credits: 47
Website: <http://www.blackhawkfloors.com>



Jason Elquest

Credly member since July 2016

Follow



AAA Hardwood Floors

Name: Ken Tran, CWFI, CI, CSF
Categories: Contractors, Certified Installer , Certified Sand & Finisher, Certified Inspector

Earned (21) Given (0)

PUBLIC

Category	Credit Type
Certified Professional	Installer Sand & Finisher
Certified Professional	Sand & Finisher
Sanding Process	Sanding Process
Sanding Equipment	Sanding Equipment

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



nwfa National Wood Flooring Association

Helping you create a career path
in the wood flooring industry

Explore the possibilities.



Entry Level
Wood Flooring
Installer and
Sand & Finisher

64%
MAKE MORE THAN
\$15/hr



Operations
and Sales
Manager

75%
MAKE MORE THAN
\$75K



Business
Owner

65%
MAKE MORE THAN
\$75K



Marketing
Manager

AVERAGE SALARY
\$62,945



CNC
Machinist

AVERAGE SALARY
\$46,095



Lobbyist

AVERAGE SALARY
\$71,636

*Numbers taken from NWFA member survey and paycale.com

Learn more about the industry >> nwfa.org

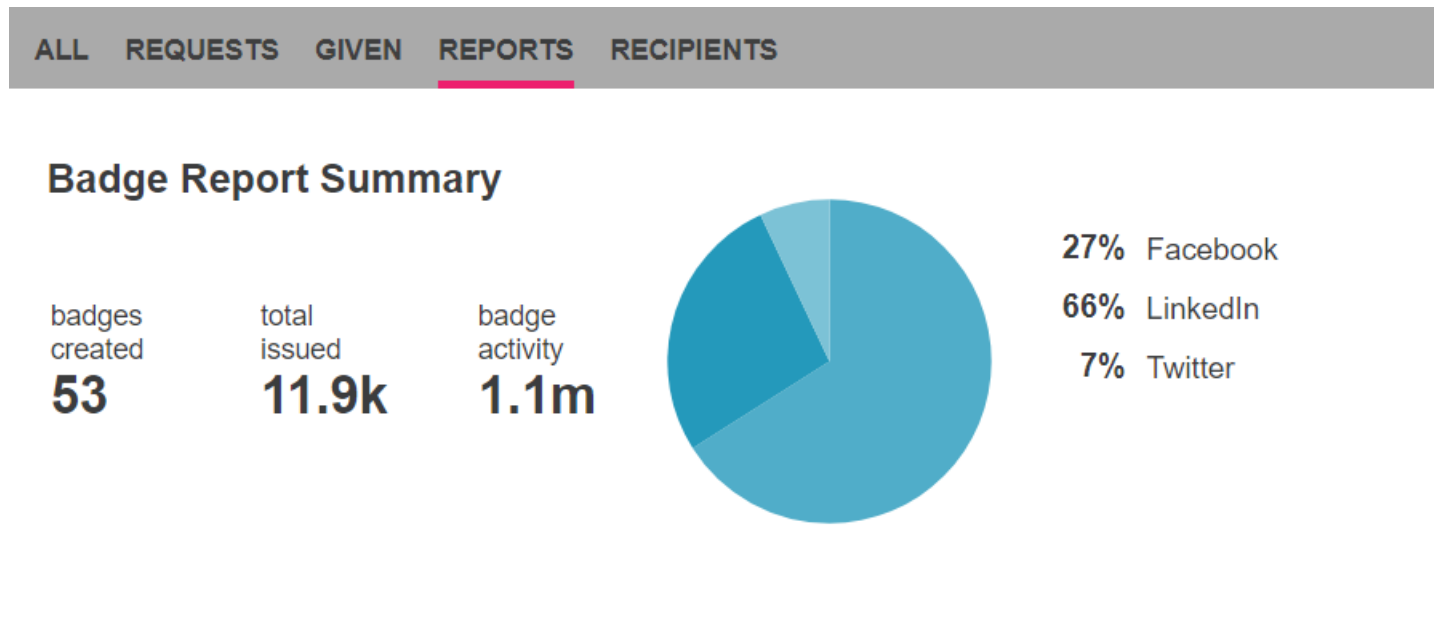


NWFA Developing Relationships



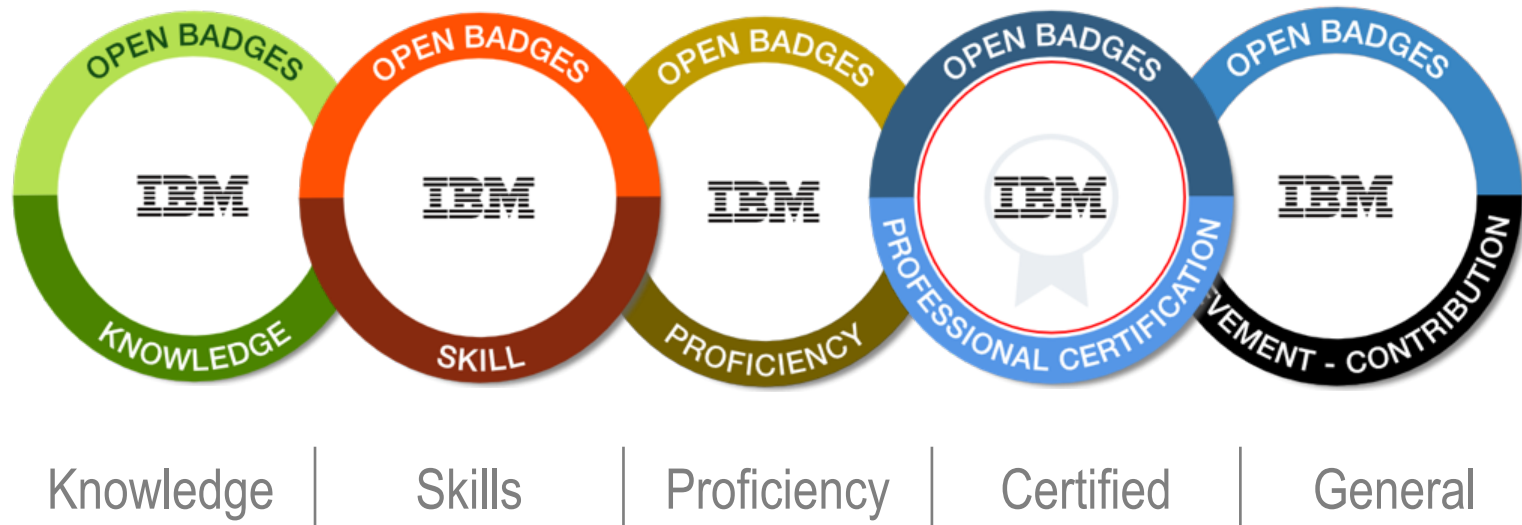
Successes

- 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





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

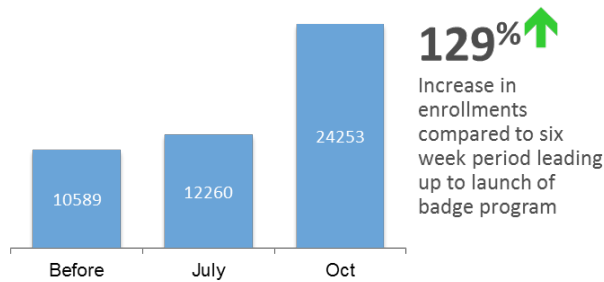
 <p>Reduce customer service and support</p>	 <p>Increase client confidence</p>	 <p>Map skills at the nano level</p>	 <p>Build a loyal skill base who want more</p>
 <p>Enhance expertise analytics</p>	 <p>Promote Technical Eminence</p>	 <p>Crowd-source innovation</p>	 <p>Recognize employees for achievement</p>
 <p>Acquire verified talent</p>	 <p>Increase license sales</p>	 <p>Achieve career milestone</p>	 <p>Accelerate shifts in expertise</p>

We generated **use cases** with expected benefits

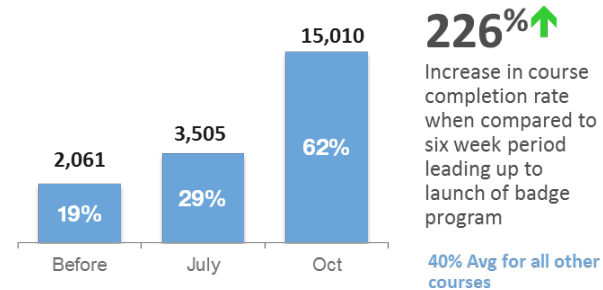
	Solidify the client base	Build a developer base	Proliferate skills	Track skills @ nano level	Increase license sales	Reduce customer service
Objectives	Build advocacy and strengthen client relationship and commitment to IBM	Increase the number of developers using our offerings	Build a vibrant and large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

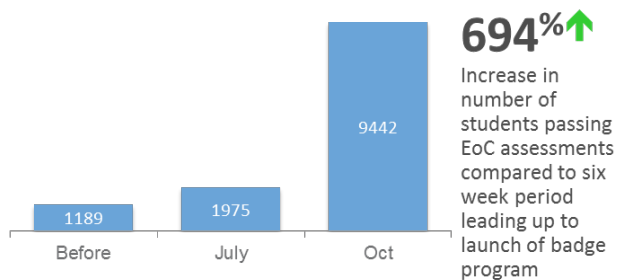
Student Enrollments



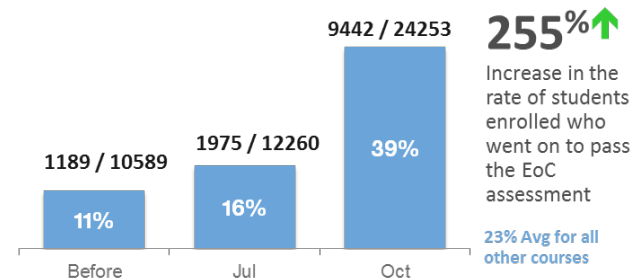
% of Enrollments Completing Courses



No. of Students Passing EoC Assessment



EoC Assessment Pass Rate to Enrollments





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



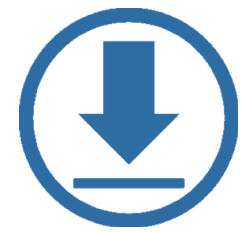
Engagement

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.**



Social media impressions generate significant branding and demonstrate vitality for our programs

The image displays three social media platforms: LinkedIn, Twitter, and Facebook. Each platform shows a post featuring the IBM developerWorks Accredited Author badge, which is a circular orange icon with a megaphone and the word 'Advocate' below it. The badge is accompanied by text describing the author's ability and commitment to educate and influence developers. The LinkedIn post is titled 'Profile View' and shows a newsfeed entry for Jim Daniels. The Twitter post is from Jim Daniels (@danielsje) and includes a link to the badge. The Facebook post is from Jim Daniels and includes a link to the badge. The IBM logo is also visible in the bottom right corner of the Facebook post.

Profile View

LinkedIn

Newsfeed

twitter

facebook

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

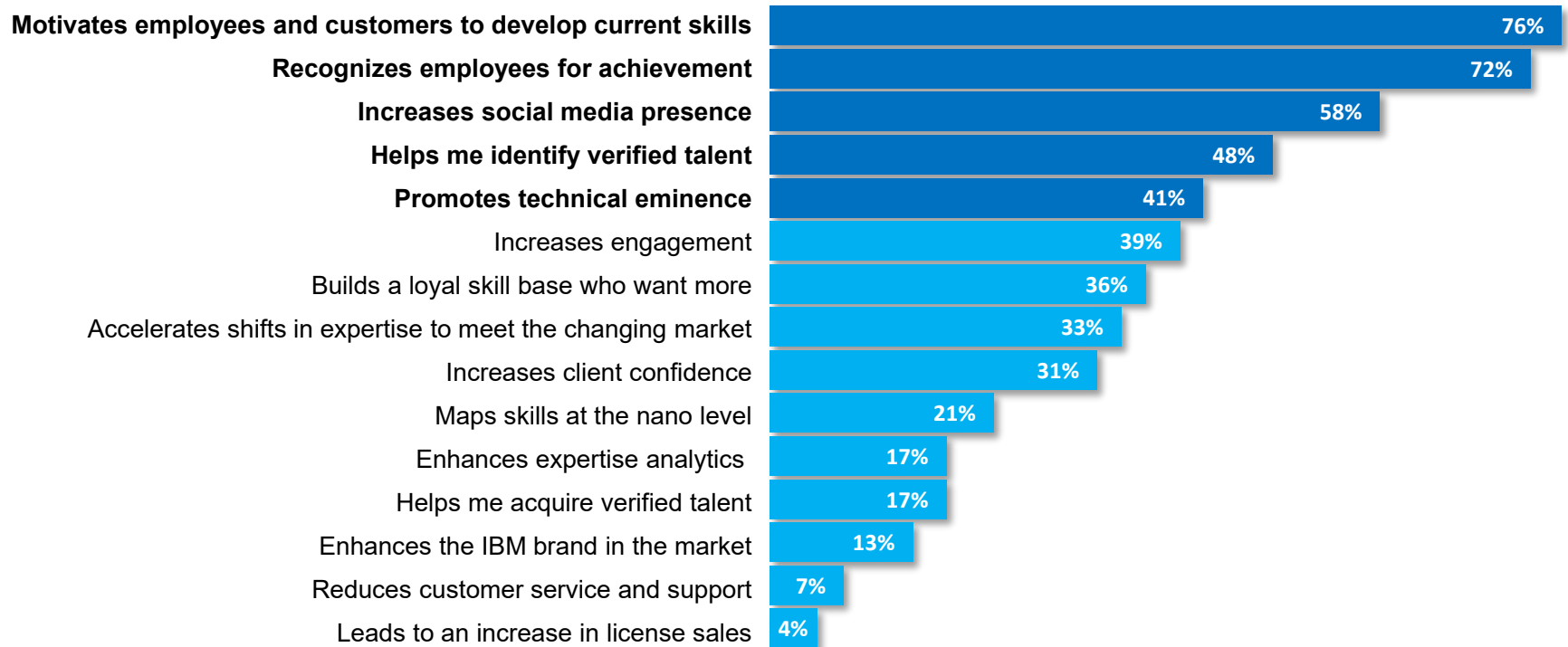
Date	Activity	Location	Outcome	Progress To:
1/15/15	Workshop	IIC	Explorer Badge	Hackathon
1/20/15	Hackathon	Santa Cruz	Advocate Badge	Learnathon
2/20/15	GitHub	Virtual	Inventor Badge	Certification
4/30/15	Certification	Manila	Certified	Conference





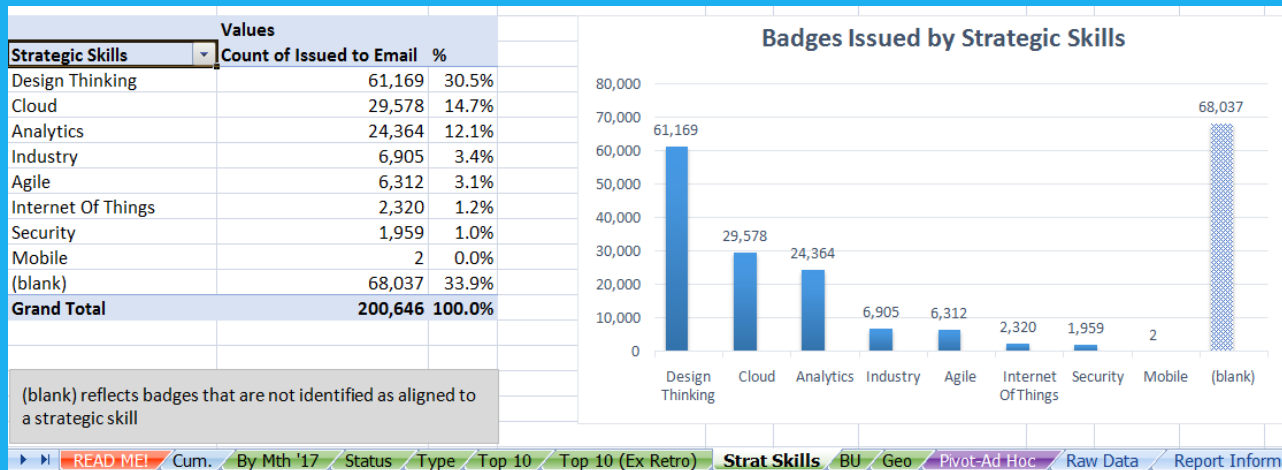
Badges motivate our audience to develop current skills

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



Reporting & Analytics

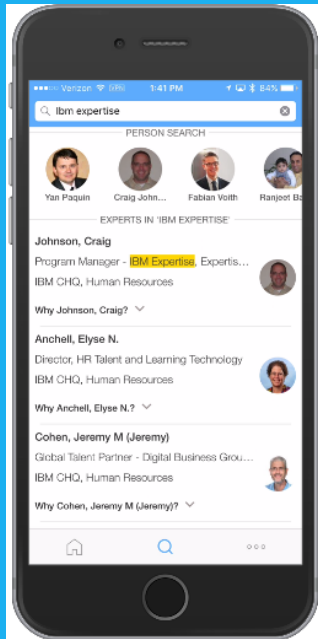
Managers have access to reporting and analytics



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

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

Industry & Institution

Badges are turning *transactions* into *progression*



Cloud Application Developer Certification Preparation V2



This badge earner has completed an online course or workshop and shown an understanding of IBM Cloud service models and the capabilities of IBM Bluemix. They have learned how to create, deploy, monitor and scale applications in Bluemix and how to use other services in Bluemix to enhance their applications. They have seen how Bluemix Continuous Delivery can help them manage their code and automate deployments in Bluemix.

Skills

Bluemix | Cloud Foundry | Cloud Native | Cloudant | Cognitive | Continuous Delivery | Data Connect | DevOps | IBM Cloud Garage Method | Message Hub | Messaging Services | Object Storage | OpenWhisk | Security | Single Sign On | Toolchains | Twelve-Factor App | Watson

What it takes to earn this badge

- Completion of the developerWorks course Cloud application developer certification preparation.
- Passing the in-course assessment with a score of 80% or higher.

Recommended next steps

- ➔ [IBM Certified Application Developer Cloud Platform - v2](#)
- ➔ [IBM Certified Advanced Application Developer Cloud Platform - v1](#)

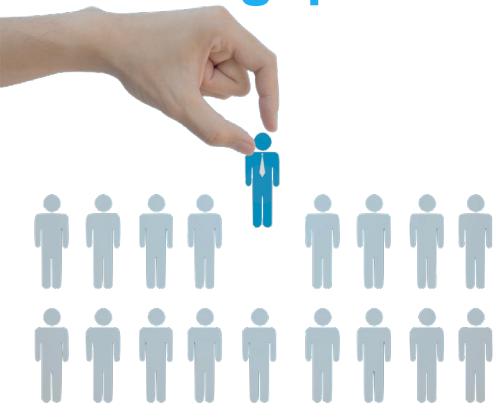
➔ [View additional information](#)

@david_leaser



IBM Readiness

Digital badges are creating **heat maps of advocates, skills and skill gaps** to inform business strategies



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!

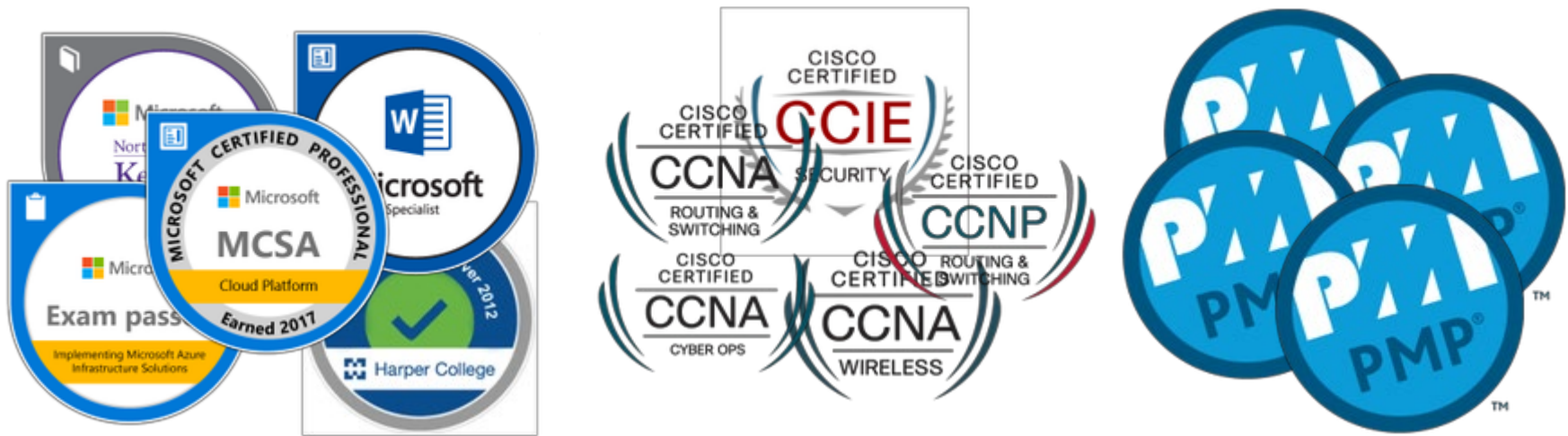


Heat map powered by:

IBM Watson Analytics



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>

Northeastern University
College of Professional Studies

IBM PROFESSIONAL ACCREDITED
IBM PROFESSIONAL ACCREDITED
IBM PROFESSIONAL CERTIFICATION
IBM PROFESSIONAL CERTIFICATION

IBM Cognitive Class & Northeastern University Portal

Northeastern University
Professional **Δ**dvancement Network

data demands of employers while providing an end-to-end analytics education for
ce in their abilities to master analytics at the intersection between business and
precision for the true power of analytics.

If open, self-paced online modules that address different aspects of data science,
riculum.

pp a more operationally-meaningful understanding of the dealings of Big Data
se with the name: 'Cognitive Class Analytics Technologies'. These modules

Play

Bob McDonald, Vice President
IBM's Support Transformation, Training & Globalization



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 aligns (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

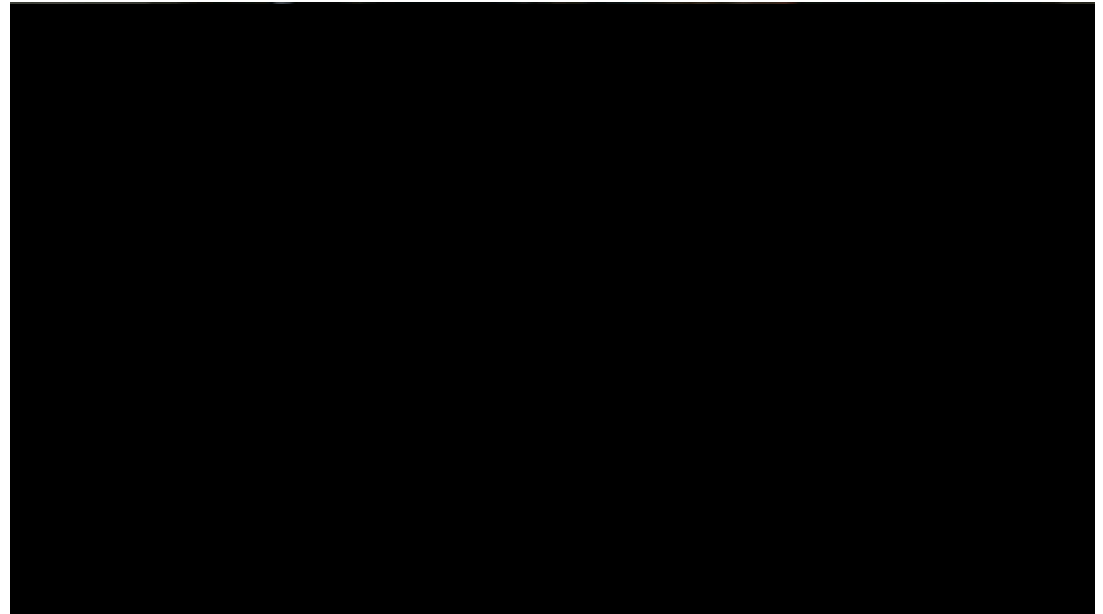
Through **trial and error**, we learned what works and what does not. Here are important takeaways:

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.

Case study



“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!

- **Stephanie Owen, NWFA:** stephanie.owen@nwfa.org
- **Rob Shook, IBM:** rob_shook@us.ibm.com
- **Pete Janzow, Credly:** pete@credly.com

