Accelerate Hiring and Talent Development with Digital Credentials

Acclaim
AXELOS
Microsoft
IBM
Pearson College & Career Success
Respected brands. Resume-worthy achievements.
Acclaim is the Open Badge platform for employment competencies

Digital badges are unlocking the global job economy. Acclaim is leading the way.

Acclaim partners with the organizations that issue recognition, the people who earn it, and the employers who hire them.

Issue
Fully digitize your program and expand the reach of your brand with badges.

Earn
Show employers what you know, where you learned it, and why they should hire you.

Verify
Ensure job applicants are qualified candidates with one easy click.
THE WORLD’S LEADING PROVIDER OF GLOBAL BEST PRACTICE:

AXELOS is responsible for developing best practice methodologies in project, programme and portfolio management, IT service management and cyber resilience.
<table>
<thead>
<tr>
<th>Badge Performance</th>
<th>Retention</th>
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<tbody>
<tr>
<td>94% Acceptance Rate</td>
<td>14% No Digital Badge</td>
</tr>
<tr>
<td>89% Share Rate</td>
<td>39% Digital Badge No CPD</td>
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<tr>
<td>2.5 views per share</td>
<td>65% Digital Badge + CPD</td>
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<table>
<thead>
<tr>
<th>Motivation</th>
<th>Benefits</th>
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<tbody>
<tr>
<td>75% proof of certification</td>
<td>Enhancing career prospects</td>
</tr>
<tr>
<td>68% evidence/recognition of</td>
<td>Helps them stand out</td>
</tr>
<tr>
<td>skills</td>
<td></td>
</tr>
<tr>
<td>56% keeping skills up to</td>
<td>Enjoy continuous learning</td>
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<td>date</td>
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Challenges

Only 50% of our members have claimed their digital badge

• Not sure what it is
• Not sure of the value

Recognition in the UK and Europe is low

• Only some employers are using them e.g. IBM, Microsoft, EY
• How do digital badges work with application systems in the recruitment process
• Recruitment firms will only start asking for them when employers do
Opportunity

Awareness

Work with Acclaim and Pearson on a 12 month PR campaign focused on the value of digital badges.

Skills Framework

• Create an open source skills framework that links relevant certifications to job roles.
• Resources for individuals, recruiters and hiring managers
• Consistency of skills and competencies in service management
• Reinforce the importance of ongoing learning for the future of work
Microsoft Badging Strategy - Overview

2-27-2018

Selina Winter, Sr. Program Manager,
Modern Credentialing and Certification
Example Microsoft Badging Programs

Customers: Certification
- Modernize Certification Verification
- Improve Credential Completion
- More Flexible Approach to Re-certification

Customers: On-demand Learning
- Support Learning Path-based Micro-credential
- Increase Completions
- Recognize Lifelong Learning

Employees: Technical Solutions
- Recognize Achievements
- Identify & “Warehouse” Expertise
- Map Career Journey
- Motivate Technical Sellers
Exploration & Activity Based Committed Learning and Validation

**Tier 1**
- Points and **Activity Badges** are awarded for participation and engagement activities
- Event attendance, event presenter, hackathons, GitHub activity, etc.

**Tier 2**
- Points and **Knowledge Badges** are awarded upon the successful completion of deep, hands-on learning

**Tier 3**
- Points and **Skills Badges** are issued upon the successful completion of any activity that has a rigorous validation
- Accrues to certification, representing mastery at different levels within the job role (e.g., entry-level, practitioner, expert)
Microsoft Badge Earners Report Positive Career Related Impacts from Badging

Positive experiences associated with badging are more commonly reported by younger respondents

- Job Opportunity
- Skills Verified by Others
- Promotion
- Positive feedback
- Enhance Professional Reputation

Legend:
- 24 years old or less
- 25 – 34
- 35 – 44
- 45 – 54
- 55+ years old
The Value of Badging To Microsoft’s Certification Program

- Ability to share badges
- Ability to learn which employers are looking for people with their skills
- Age

Value Badges → Accept Badge

Increased likelihood of taking another exam and recommending MS certification program
Accelerating Hiring and Talent Development with Digital Credentials

Kelli Jordan
Talent Leader, New Collar Initiatives
IBM
We established **objectives** for the entire organization

- Reduce customer service and support
- Increase client confidence
- Map skills at the nano level
- Build a loyal skill base who want more
- Enhance expertise analytics
- Promote technical eminence
- Crowd-source innovation
- Recognize employees for achievement
- Acquire verified talent
- Increase license sales
- Achieve career milestone
- Accelerate shifts in expertise
The results 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.
Our online courses saw **triple digit growth** in every metric.

- **129%** student enrollments
- **226%** # enrollees completing
- **694%** # passing EOC assessments
- **255%** passing EOC assessments
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
IBM Digital Resumes

Digital Badges are now **embedded into every employee profile**
“I was having a tough time finding a job as my computer skills were considered out of date and the IBM badges were the perfect way to show employers that I could easily get back up to speed & learn new skills.”
What’s next for IBM?
The State of Employability
THE #1 REASON STUDENTS GO TO COLLEGE is to get a better job...to find career security
And the stakes are high

$1.45T total amount of debt students have accumulated

68% of college graduates leave school with debt

$37K average amount of student loan debt

50% of college graduates are underemployed

Sources: EdSurge, Gallup
But There’s a Breakdown

Students don’t know what they need to do to prepare for a job.

Employers are looking for both academic & career readiness skills and see a gap.

Institutions can face challenges with scale & fragmented resources.
And a Widening Disconnect

Employers rated critical thinking/problem solving as most essential competency for new hires, followed by teamwork/collaboration and professionalism/work ethic...yet employers see gaps in these 3 areas.

96% of college administrators think they prepare students adequately for careers, while only 11% of employers agree.

57% of business leaders say soft skills are more important than hard skills.

Sources: NACE, LinkedIn, Strada-Gallup
“The ability to demonstrate these in-demand professional skills sets our students up for success and ensures their marketable skills are front and center for potential employers.”

--Mike Simmons, Assistant VPAA
University of North Texas
Career Success

1. GETTING STARTED
   ACTIVITIES: 2 of 5

2. SELF-DISCOVERY CAREER EXPLO...
   ACTIVITIES: 7 of 9

3. RESEARCH CAREERS AND PROG...
   ACTIVITIES: 3 of 8

4. BUILD AN ACADEMIC PLAN
   ACTIVITIES: 2 of 8

5. DEVELOP A PERSONAL BRAND
   ACTIVITIES: 7 of 9
Dynamic & lasting ePortfolio

Jodi Mac

Director of Fun.

In 1983, I fell in love with the underdog—and took that mindset to develop and craft worthy programs for underserved market opportunities in career and student success.

I believe in meaningful wins where others think it is impossible—channeling the inner underdog in me.

• Words to live by... "What if...?"
• Must haves... humor and fun.

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<th>TEAMWORK</th>
<th>CREATIVITY</th>
<th>AGILITY</th>
<th>PERSUASION</th>
<th>LEADERSHIP</th>
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<tr>
<td>BADGES</td>
<td>PROJECTS</td>
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Who uses the Career Success Program?

80,000

Students and counting
Personal & social capabilities framework

Collaboration & Teamwork: Perspective taking, coordination, empathy, trust, flexibility

Communication (oral & written): Persuasiveness, presentation skills, active listening, influence

Critical & Creative Thinking: Problem formulation, problem solving, reasoning, extrapolation

Leadership: Managing self, integrity, working with others/teams, managing and planning, vision

Self-management/Initiative & Mindset: Metacognition, ownership, goal orientation, growth vs. fixed mindset

Social Responsibility: Ethics/integrity, community service, cultural awareness, sustainability
Pearson and badges for employment

- Pearson apprenticeships, and Pearson College
  - Recognition of learning milestones and terminal achievements
- Pearson University (internal training recognition)
- Recruiting and talent management
Thank You!