

# A Roadmap to Employer- and Industry-Driven Digital Badges



One of the biggest mistakes higher ed institutions make when developing digital badging programs is leaving out input from employers and industry experts.

## 01

### Typical education-to-workforce pathways are often confusing



- » Understanding the employer perspective is key to any successful engagement effort.
- » Employers are a critical link in any workforce-driven badge initiative.
- » Successful workforce badges address individual barriers to employment while considering the needs of local employers
- » Digital badges can optimize learners' preparation and qualifications for the jobs that are available in their community.

## 02

### Conduct thorough research



- » Before anything else, you have to do your research. Each employer group or industry must be studied, as well as data on job growth, wages, specialization and other factors to optimize any given badge constellation.
- » Data-driven decisions help make the case for a new approach to credentialing which includes digital badges.

## 03

### Plan a targeted outreach strategy



- » You need to know your target audience and develop workable solutions to help move your employer driven badges forward.
- » It is also necessary to focus on specific obstacles that could compromise your efforts.
- » The key is to stay agile and to be opportunistic while talking through options with employers, defining the best plan and moving ahead.
- » Take a look at which parts of your plan are working well, and which ones need improvement so that you can make appropriate changes.

# 04

## Focus on early wins as momentum builders



- » Share early wins that are first steps of a longer-term strategy versus early wins that are simply activities. A good way to think about early wins is the release of a prototype badge which is a first step in a larger strategy.
- » Capitalize on pilots which produce achievable results connected to the larger strategies such as badges increasing program participants conversion to employees or increased participants in industry-driven training retention into established programs.

It's time to start creating an industry-driven digital badge strategy.

**Ready, set, go!**

