

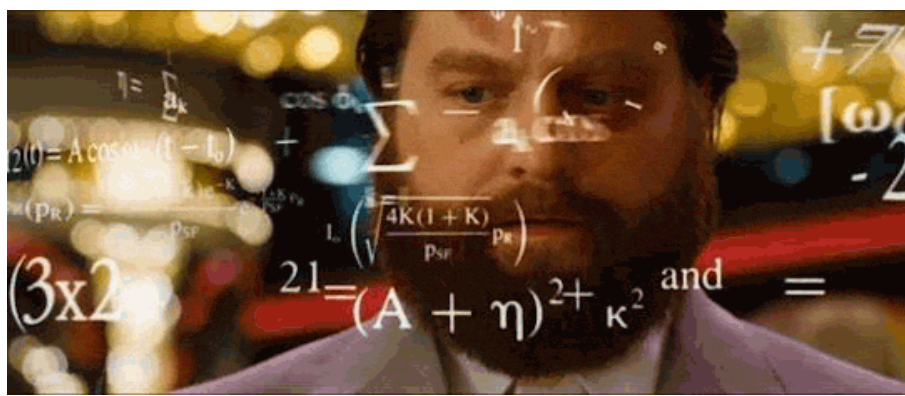


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## Do You Know When and How to Scale Your Program?

### Your numbers can guide you!

If you are thinking about growing your credential program, look at your analytics. Analytics give general insights into how impactful your credentials are. For example, if you see that you have a high acceptance rate and a high share rate, this is likely an indicator that individuals value your credentials, they are proud of what they earn from your organization, and you are more likely to be able to interest them in earning new credentials.



If you'd like to learn more about how to use the analytics, we recommend two articles in our support area. You will need to be logged in to the Credly platform to access them.

[What analytics can I view...](#)  
[Analytics report glossary](#)

## Pro Tips

### What Do Experts Say About Scaling a Program?

Jim Daniels scaled IBM's credential program and says, "We knew it was time to scale when early analysis of badge issuing data led to insights around the positive impact digital credentialing was having around growth of employee self-directed learning engagement and course completion. Further analysis of credentialing data, when combined with employee demographic insights and NPS survey data, showed a direct correlation between earning credentials and increases in job performance, job satisfaction, and employees feeling more connected with their employer."

## Marketing/Event Updates

### New! Masterclass

We're introducing masterclasses for our existing customers. Take a deeper dive into topics that resonate with everyone and learn from the community. September's class will be about scaling!

**September 21, 1pm Eastern**  
**Scaling and Growing Your Program**

Featuring Holly Neal from Red Hat and Brad Griffith from Oklahoma State Regents for Higher Education.

- What's it take to grow a program?
- How can you establish a governance structure that allows for growth while maintaining quality and fidelity to your original goals?
- Red Hat and OSRHE have both put a lot of thought into this and are happy to share their secrets.
- Bonus Takeaway: Our new and improved governance guide.

[Register here](#)

As always, if there are any questions about the contents of this newsletter, please reach out to your assigned CSM or contact us at [customersuccess@credly.com](mailto:customersuccess@credly.com).

Have an amazing day!  
Your Credly CSM Team



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