



How Digital Credentials Can Help Associations Stand Out & Attract New Members



Today's panel



Carrie Abner

ICF Credentials and
Standards



Veronica Diaz

EDUCAUSE



Susan Manning

Credly

TELL US IN CHAT!

What's your great challenge as an association?

CHALLENGES FOR ASSOCIATIONS

How to stay current, relevant and prosperous.

VALUE-PROP

Why should members
join?



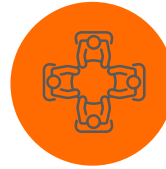
INFRASTRUCTURE

How do you manage
membership and
more?



TURNOVER

What happens when
leadership changes?



MILLENNIALS + GEN Z

What do they want that
is unique?



SOLUTIONS (or more challenges)?

TECHNOLOGY

Providing easy solutions for scale



SOCIAL MEDIA

Connecting and staying connected



MORE SERVICES

New services and outreach

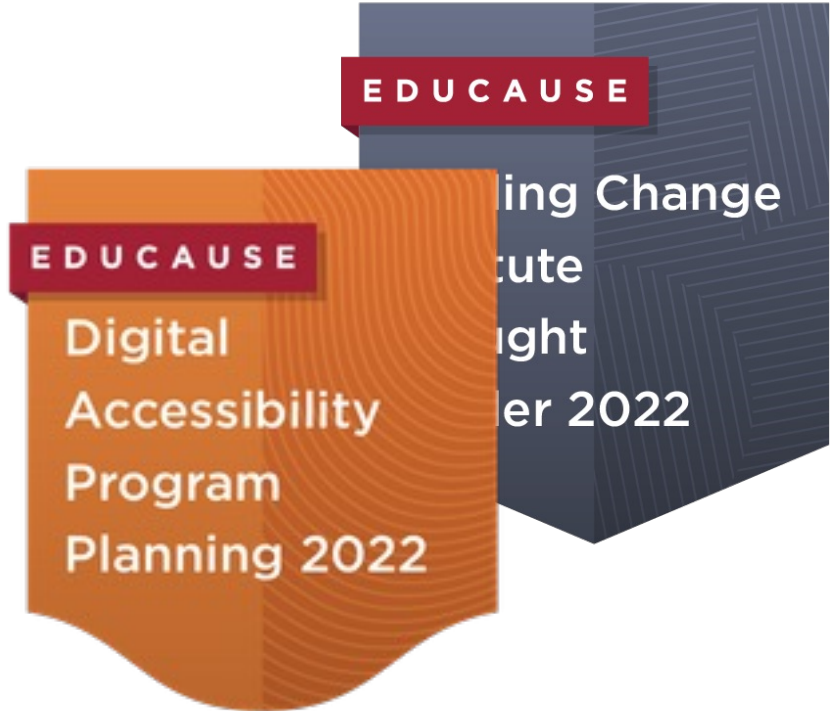


VALUE VALUE

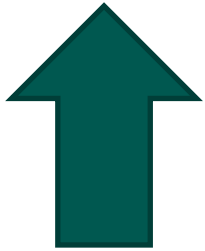
Constant communication about the value



IN WHAT WAYS CAN DIGITAL CREDENTIALS HELP?



Does your association offer certifications or recognition?



YES!



NO



WORKING ON IT

The many applications of credentials



Compliance



Learning



Engagement



Growth and
Devo



Awards

Carrie Abner

ICF Credentials and Standards

International Coaching Federation

ICF is the leading global professional organization for coaches and coaching.



Global Coaching Industry



71K
COACH
PRACTITION
ERS



16K
MANAGERS /
LEADERS
USING
COACHING



77%
EXTERNAL
COACHES



65%
BUSINESS
COACHING



**NOT A
REGULATED
PROFESSION**



1

Risk

Untrained individuals who call themselves coaches



ICF Credentials

With an ICF Credential, coaches demonstrate their knowledge, skill, and commitment to high ethical and professional standards.

ICF Credentialing

- **1998:** 34 ICF Credential Holders
- **2014:** 15,500 ICF Credential Holders
- **2019:** 30,000 ICF Credential Holders
- Increased Misuse of Credential Marks



**How can we improve the security of ICF
Credentials for credential holders & clients?**



ICF Digital Credentials



Program Implementation Goals

1. Create distinct, recognizable badges
2. Deliver a high-quality adoption experience
3. Communicate the “why” and the “how”



74%

Acceptance Rate
Credly average is 67%

91%

Share Rate
Credly average is 47%



Outcomes

- Decreased reports of mark misuse
- Increased growth in Credentialing
- Increased Badge Acceptance Rate
 - 89% Acceptance Rate -- ICF ACC, PCC, MCC Credentialing Badges, 2021-2022
 - 98% Acceptance Rate – ICF Advanced Certification in Team Coaching Pilot, August 2022
- Greater Market Awareness of ICF and ICF Credentials

Veronica Diaz

EDUCAUSE

EDUCAUSE

EDUCAUSE is a nonprofit association whose mission is to advance higher education through the use of information technology.



Institutional Members

1,700+



Industry Members

350+



Nonprofit Members

60+



**Cybersecurity
and Privacy**



IT Leaders



IT Professionals



Teaching and Learning



Don't Put Me in a Box

EDUCAUSE Microcredential Constellation – Since 2013

Microcredentials Offered

EDUCAUSE offers over 100 distinct microcredentials within four categories:



Volunteer Service

Volunteer Service microcredentials recognize those who serve our professional community through advisory committees, working groups, advisory boards, and other EDUCAUSE programs.



Expertise Development

Expertise Development microcredentials recognize learning and development along specific and relevant content areas through verified engagement and participation in EDUCAUSE professional learning programs.



Leadership

Leadership microcredentials recognize initiative and commitment through immersive, participatory learning experiences focused on professional and personal growth as a leader in higher education.



Awards

Awards microcredentials honor and recognize individuals who have positively influenced the higher education profession and show promise for future contributions to their field.



67%

Acceptance Rate

Credly average is
67%

All Microcredentials



74%

Acceptance Rate

Credly average is

67%

Learning Recognition

A Unique Job Market

94%

of employees will stay at an institution longer if it invests in their career development



Source:
LinkedIn, 2019

58%

name “skills development” as a top criteria when selecting an employer (after salary and benefits)



Source:
TalentLMS, 2021

62%

say more learning and training opportunities would make them more motivated at work



Source:
TalentLMS, 2021

The Four Pathways

The four pathways serve to guide professionals supporting and transforming higher education through the innovative use of technology.



Information Security

The Information Security Pathway is for higher education professionals whose primary role is to keep the campus community safe and protect institutional data across systems and for constituents, including students, faculty, staff, and partners.

[LEARN MORE](#)



Information Technology

The Information Technology Pathway is for leaders and professionals who support information technology systems and their strategy, management, budgets, and policy. The pathway guides those who manage the technology ecosystem comprising the systems and services that institutions use to store and manage data and processes, whether on campus, in the cloud, or through shared services.

[LEARN MORE](#)



Innovation

The Innovation Pathway is for professionals dedicated to the advancement of their institution's mission and strategic goals through the innovative and creative application of strategies and solutions. This pathway supports those tasked with leveraging data and technology in support of cross-institutional transformation.

[LEARN MORE](#)



Teaching & Learning

The Teaching and Learning Pathway guides those working to enhance or transform learning experiences and student success across the institution through the effective application of learning science and relevant data to guide the selection of pedagogies and technologies.

[LEARN MORE](#)

Early Level

0-7 YEARS

At a Glance

Sample Positions

Stories

Skills for Success

Take Action

ASSESS

Take our **competency self-assessment for early-career cybersecurity professionals** to evaluate your skills and abilities and to help you identify your strengths and growth opportunities in the areas of cybersecurity team performance, resource management, leadership practices, project operations, and more.

MAKE CONNECTIONS

Explore and join any of the Security, Privacy, and Identity **community groups** to share strategies about information security governance, compliance, data protection, and privacy programs or other security-related topics.

MAKE CONNECTIONS

Learn about the **Young Professionals Community Group** that is specifically for those in the early stages of their career.

MAKE CONNECTIONS

Become an **EDUCAUSE ambassador**

ENGAGE IN MENTORING

As someone in the earlier stages of their information security career journey, connect with others in a **group mentoring format** around specific topics related to your field, e.g., governance, privacy, or security training.

GIVE BACK

Support **EDUCAUSE conference planning** by reading proposals for special topic events.

GIVE BACK

Review and consider a **volunteering opportunity**, like leading a community group, or **submitting an article for EDUCAUSE Review**.

THINK & SPEAK

Read the latest on everything information security, privacy, and risk-related in the Cybersecurity and Privacy channel of **EDUCAUSE Review**. Have a topic you'd like to see covered or an article to contribute? **Become a contributor**.

SHOW UP

Attend events focused on key topics in the field of cybersecurity, including the annual **Cybersecurity and Privacy Professionals Conference**.

SHOW UP

Go to the **EDUCAUSE Annual Conference**, which includes information security professionals and sessions designed for, and attended by, the global community of higher education IT professionals.

LEARN

Listen to the **Cybersecurity as a Career Path podcast**.

LEARN

Earn your microcredential at the **Data Literacy Institute**, which helps professionals develop the foundational knowledge needed to facilitate effective data-informed decision-making while getting hands-on practice with each step from data creation to leading change through data storytelling and data governance.



MAKE CONNECTIONS

Join the Admin System Mar
Cloud Computing, IT Metric
Procurement, or IT Support

Co
gui
inf



GIVE BACK

Volunteer for an adv
committee and help s
EDUCAUSE program
providing guidance
particular area, b
expertise to our f
reviewing presen



LEARN

Participate in
programs like
Literacy Insti
specifically fo
professionals
and communicating with



TH

Facilita
and **Ins**
share k
being a
EDUCA



THINK & SPEAK

Contribute articles to **EDUCA**
Review.



GIVE BACK

Join **community groups** focused on
your areas of interest and share ideas
and experiences about supporting
your community of information
technology users.



GIVE BACK

Become an **EDUCAUSE ambassador**
—help your organization get the most
out of its EDUCAUSE membership by
connecting colleagues with resources.



ELON EXPERIENCES VISUAL TRANSCRIPT

Elon University validates all information presented on a student's Elon Experiences Transcript. Validation occurs within each program responsible for the experiences and is then maintained in a centralized system. Students do not personally enter any experiences onto their Elon Experiences Transcript. The Elon Experiences Transcript is an official document of Elon University. For more information about the Elon Experiences Transcript visit [our site](#).

STUDENT INFORMATION

NAME JOHN S. DOE
DEGREE B.SC
MAJOR APPLIED MATHEMATICS
COMPUTER SCIENCE
COMPLETE 28TH OF NOVEMBER 2016

SUMMARY OF ELON EXPERIENCES


RESEARCH
6 TERMS

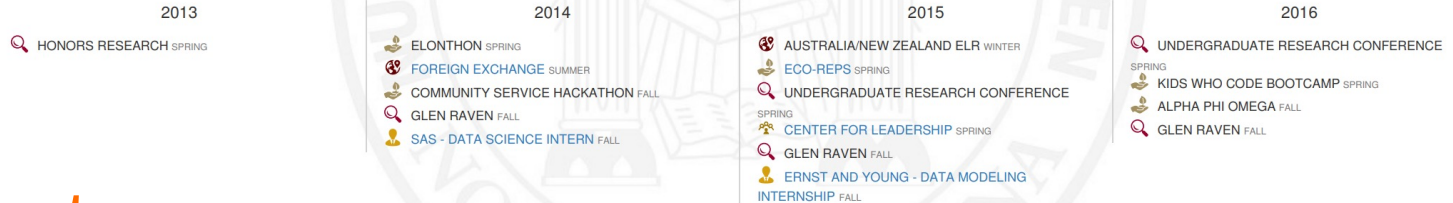

INTERNSHIP
400 HRS


SERVICE
180 HRS


GLOBAL EDUCATION
2 TERMS


LEADERSHIP
1 TERM

EXPERIENCE TIMELINE



Engagement Transcripts and Microcredentials

Where would you start



Compliance



Learning



Engagement



Growth and
Devo



Awards

Discussion



Carrie Abner

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Thank you!



Resources

Developing a Higher Education Badging Initiative:

<http://www.educause.edu/library/resources/developing-higher-education-badging-initiative>

The Potential and Value of Using Digital Badges for Adult Learners

https://lincs.ed.gov/publications/pdf/AIR_Digital_Badge_Report_508.pdf

7 Things You Should Know About Badging for Professional Development:

<http://www.educause.edu/library/resources/7-things-you-should-know-about-badging-professional-development>

10 Lessons Learned in Launching a Digital Badging Program:

<https://er.educause.edu/blogs/2015/6/10-lessons-learned-from-an-awardwinning-digital-badging-program>

EDUCAUSE Microcredentialing: <https://www.educause.edu/microcredentialing>

Microcredentialing Resources and Examples: <https://tinyurl.com/microresources>