How Digital Credentials Will Help Your Association Attract & Retain Members

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Meet the Panel

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A Verified Portable Profile for Every Professional

Corporations

Education & Training Providers

Associations & Certifications

Verified credentials and portable profiles are:

- Earner-controlled
- Skills-based
- Data-rich
- Shareable
- Verified
- Real-time
Your Association’s Benefits - Digitized

- Brand Awareness
- Verification Capabilities
- Earner Engagement
- Cost Savings
- Employer Feedback Loops
- Program Development

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The Size and Scope of Associations

IRS Data Book - 2013

66,985 trade and professional associations

1,052,495 charitable and philanthropic organizations
Why do people care and join?

- Membership - belongingness
- Networking opportunities
- Professional development
Why do Millennials care and join?

- Networking
- New Skills
- Educational and Professional Resources
- Jobs!
- Community Outreach

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Peer to Peer Influence

“"I saw it and I want it.”"

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The Stories ....

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Four Major Reasons Our Association Wanted to Implement Open Digital Badges

1. Increase marketing exposure for our programs.
2. Provide more motivation for adult learning.
3. To get out of the hardcopy certificate business.
4. To begin to expose our members to useful, cost effective technology and be a leader.
Sharing Badges on Social Media
Reporting Dashboard

- Total badges issued: 189
  - Accepted: 186 (98%)
  - Pending: 3 (2%)
  - Rejected: 0

- Badge views: 1,228
- Tempalte: 1
- Revoked badges: 4

- Total shares: 285
- Avg. shares per acceptance: 1.5
- Avg. views per share: 4.3
# Reporting Dashboard

## Sharing Breakdown

<table>
<thead>
<tr>
<th>Platform</th>
<th>Shares</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Email</td>
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</tr>
<tr>
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<td>26</td>
<td>55.3%</td>
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<td>0.0%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

- **Total shares**: 47
- **Views per share**: 2.1
The American Occupational Therapy Association (AOTA)

- National professional association established in 1917
- Approximately 60,000 members including occupational therapists, occupational therapy assistants, and occupational therapy students
- Programs and activities are directed toward assuring the quality of services, improving consumer access to health care services, and promoting the professional development of members.

Mission Statement
To advance occupational therapy practice, education, and research through standard setting and advocacy on behalf of its members, the profession, and the public.

Vision 2025
As an inclusive profession, occupational therapy maximizes health, well-being, and quality of life for all people, populations, and communities through effective solutions that facilitate participation in everyday living.
Micro-Credentialing Program

- Program kicked off in late February 2016
- Knowledge acquisition via verified completion of AOTA online CE products
- Acclaim Digital Badge Platform
- Member-only program; badges at no additional cost
- Goals:
  - Provide member value to practitioners who desire immediate recognition of skills attained.
  - Create linkages to existing AOTA specialty certification programs by placing practitioners on a CPD pathway (not limited to areas with BASC).
  - Improve revenue stream for existing CE products.
  - Enhance perceived member value of AOTA as the ‘go to ‘ association for recognition of advancing skills.
Status Check 2019

- 3 years completed
- 24 badges created for issue
- 6 Stacked sets (3-levels (4); 2-levels (2))
- Approximately 1800 badge requests
- Approximately 1097 badges issued
- 87% acceptance rate
Progress Toward Goals

• Provide member value to practitioners who desire immediate recognition of skills attained.
  – “People know I am qualified when they see that badge”
  – “Do not see myself continuing my formal education but it is a way to showcase increased knowledge in this area”

• Create linkages to existing AOTA specialty certification programs by placing practitioners on a CPD pathway (not limited to areas with BASC).
  – Not yet formalized; plan for badges to be issued following BASC program re-vamp.
• Improve revenue stream for existing CE products.
  – Several legacy products have seen a 20-30% increase in sales following start of badge program. Holders of stacked credentials purchased next topic in course series immediately upon release and requested next level badge.

• Enhance perceived member value of AOTA as the “go-to” association for recognition of advancing skills.

• February 2018 Survey
  – 130 respondents; 25% had >1 badge; 80% requested badge to showcase knowledge in a specific area; 38% took courses for the badge opportunity; 92% find badges to be valuable as a member benefit; 21% had been asked about their badge; 38% had recommended to a peer; 64% plan to earn additional badges.
Lessons Learned and Looking Ahead

- Educating members about purpose and process are key!
- Plan the program well into the future. Determine expiration dates and content life expectancy
- Graphic designers are a plus!
- Add badge options to additional products and services
- Create pre-req system for content to reduce non-verifiable requests
- Possibly open badge platform to non-members for cost (revenue stream)
- Make **series** more meaningful-differentiate levels of expertise
- Market Market Market!!
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Thank You

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