

The logo for Credly, featuring the word "Credly" in a vibrant pink, cursive script font. The letters are thick and rounded, with a prominent underline that curves under the entire word.

UNLEASH THE WORKFORCE

How Digital Credentials Will Help Your Association Attract & Retain Members

Original Air Date: February 21, 2019

Meet the Panel



Twitter:
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Credly



Twitter:
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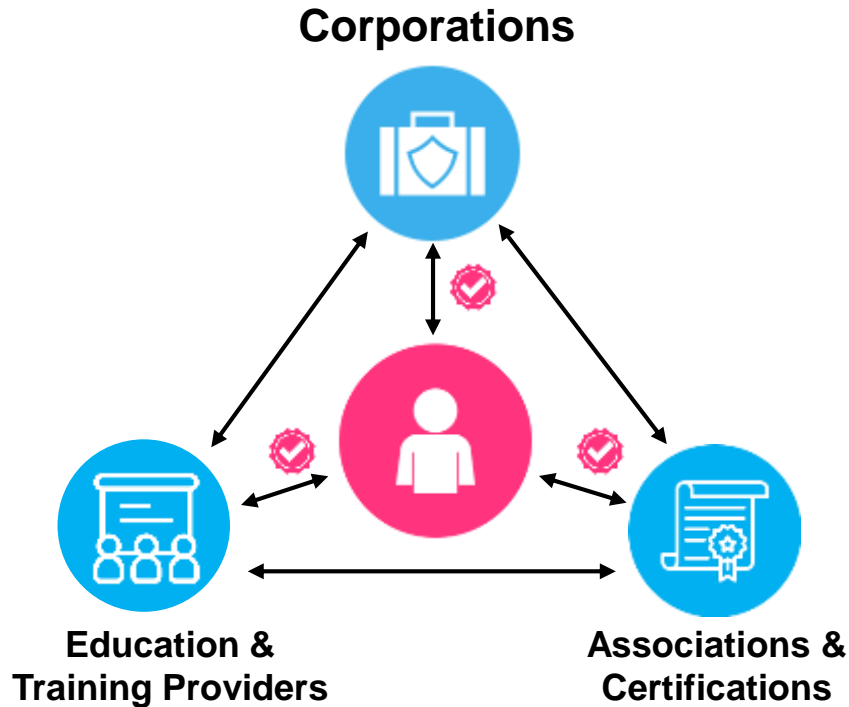
Joe McClary
IACET



Twitter:
@DebbieAminiAOTA

Debbie Amini
American Occupational
Therapy Association

A Verified Portable Profile for Every Professional



Verified credentials and portable profiles are:

- ✔ Earner-controlled
- ✔ Skills-based
- ✔ Data-rich
- ✔ Shareable
- ✔ Verified
- ✔ Real-time

Your Association's Benefits - Digitized



Brand Awareness



Cost Savings



Verification Capabilities



Employer Feedback Loops



Earner Engagement



Program Development

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

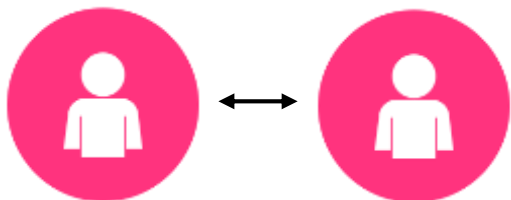
New Skills

Educational and Professional Resources

Jobs!

Community Outreach

Peer to Peer Influence

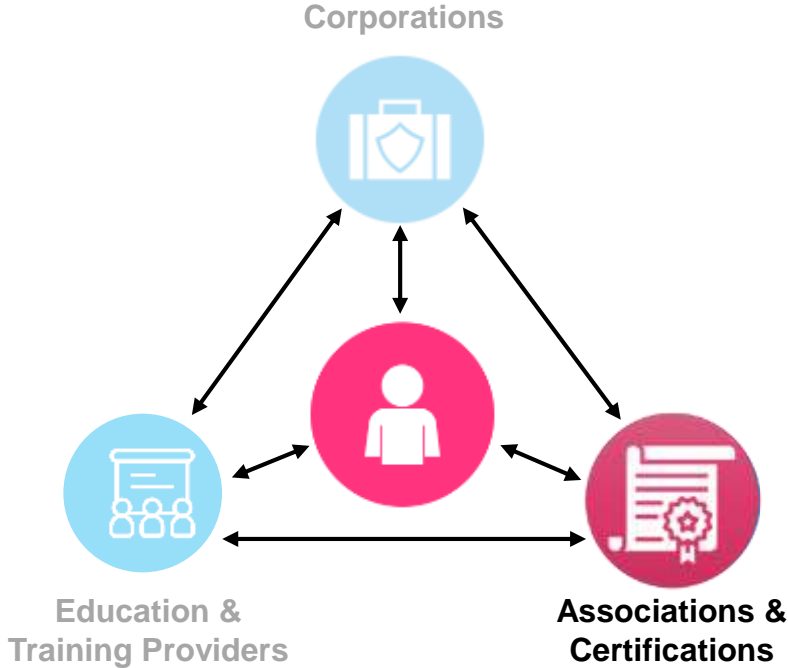


“I saw it and I want it.”

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The Stories



IACET

INTERNATIONAL ASSOCIATION
FOR CONTINUING EDUCATION AND TRAINING



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.

Reporting Dashboard

Badges by Status



Accepted	186	98%
Pending	3	2%
Rejected	—	—

1,228
Badge Views

1
Template

4
Revoked Badges

285
Total shares

1.5
Avg. shares per
acceptance

4.3
Avg. views per share

OUR CREDIT

MY ENDORSEMENTS

CONTACTS & LISTS

FOLLOWING

VERIFICATION

Earned (0)

Created (3)

+ New Badge

ALL REQUESTS GIVEN REPORTS RECIPIENTS

Badge Report Summary

badges created
3

total issued
208

badge activity
8,743



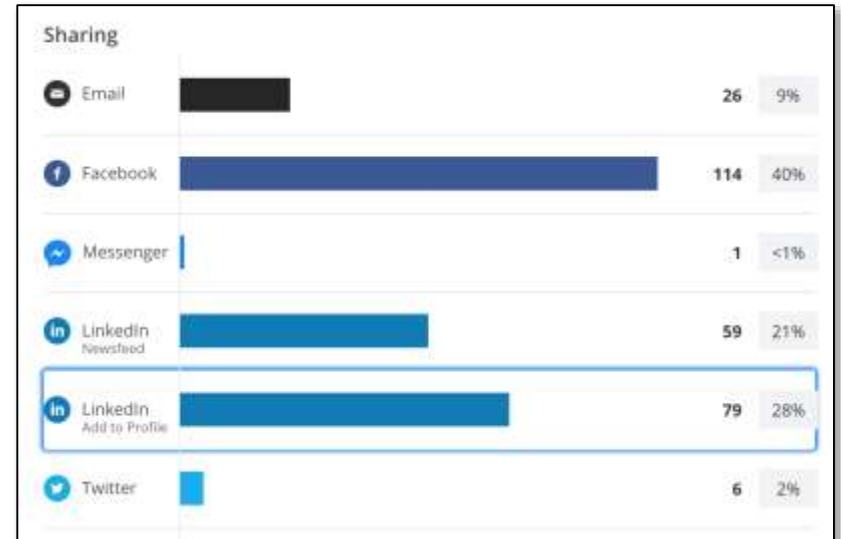
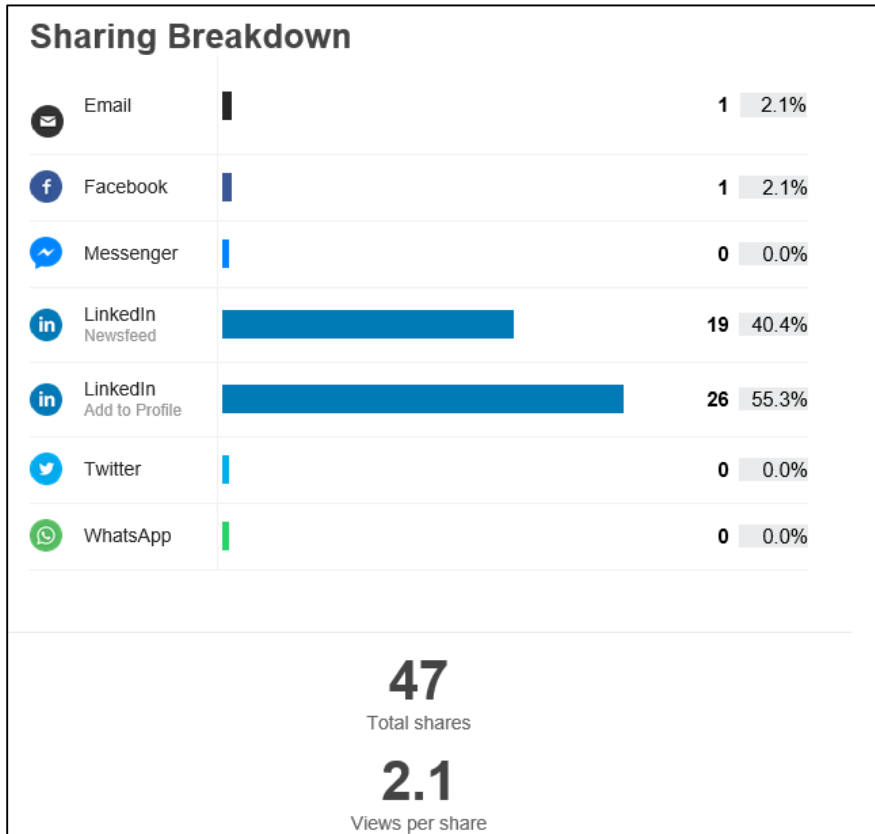
21% Facebook
64% LinkedIn
15% Twitter

Search

Export

Badge Title	Issued	Badge Activity	Declined	Greenable	Claimable	Last Issued
IACET Accreditation Workshop	10	107	-	No	No	07/03/2018
Contributing Education and Training	24	1,133	-	No	No	04/03/2018

Reporting Dashboard





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

#associationsdigcredentials