



Unlock Diversity, Equity, and Inclusion (DEI) Program Success with Digital Credentials

#DEIbadges



Today's panel



Anna Sheard

City&Guilds



Mark Koulianos

University of South
Florida



Susan Manning

Credly

“DEI” elicits different feelings and reactions.

It somewhat depends on your status.



Inequity is not good for business



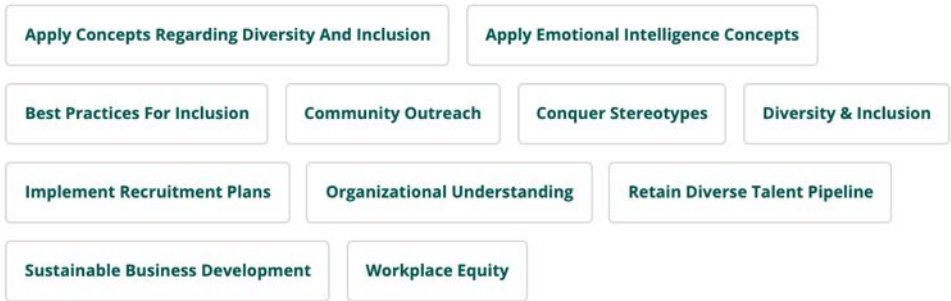
This is an international issue.



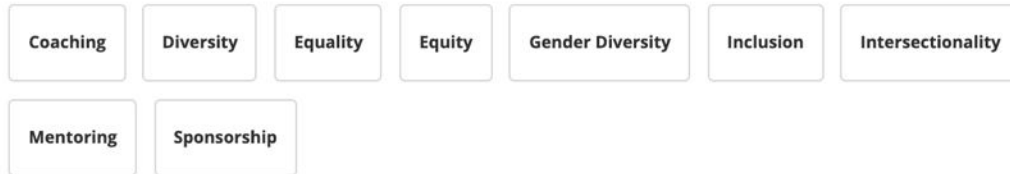
How can organizations recognize efforts toward change?



Skills



Skills



Anna Sheard

Strategic Commercial Manager,
City & Guilds

Anna Sheard Strategic Commercial Manager City & Guilds



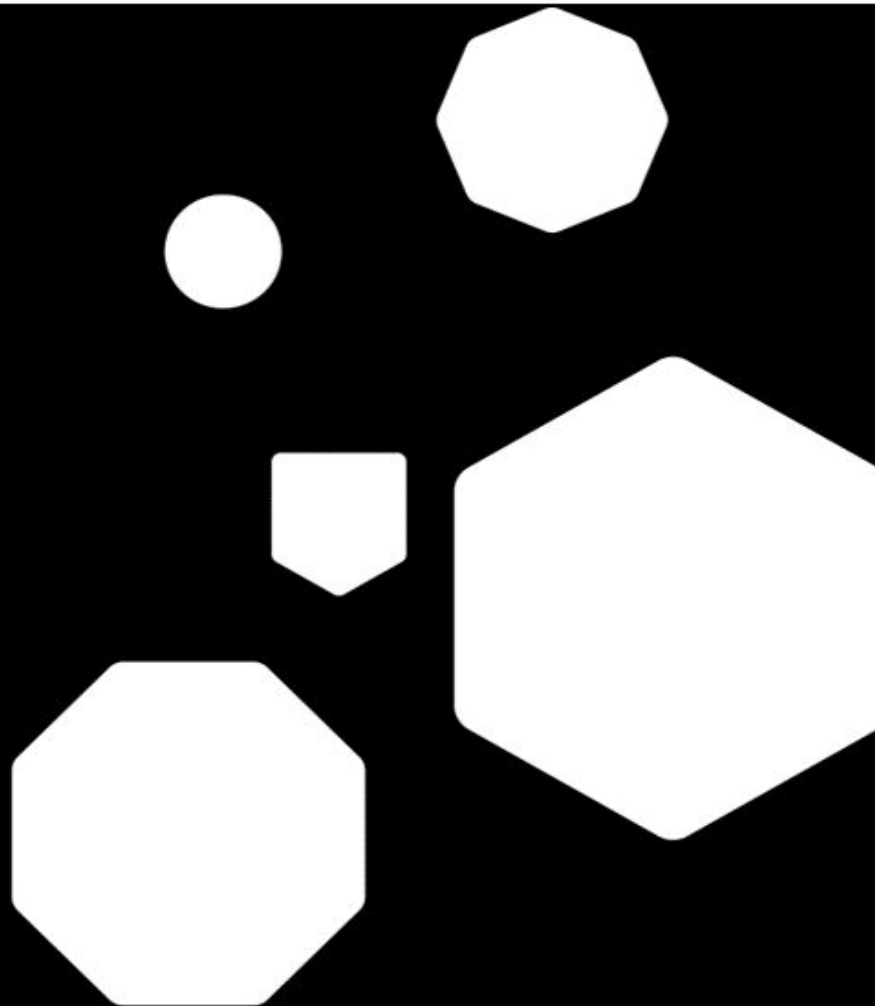
Digital Credentials

We are committed to providing the quality and trust when people view skills online as they have had in our products and services since 1878.

So we issue City & Guilds Digital Credentials, built on the open badge standard.



A City & Guilds Group Collaboration



Share achievements and validate skills anywhere, anytime.



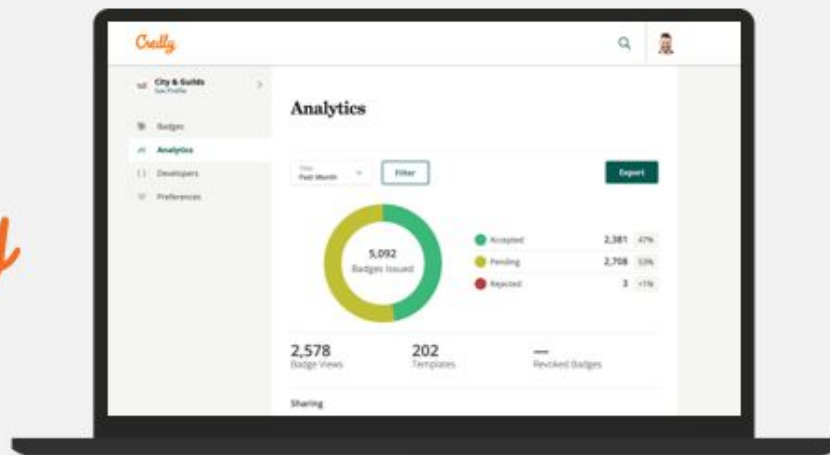
We issue digital credentials through *Credly* the largest credentialing network in the world.

Share achievements and validate skills anywhere, anytime.

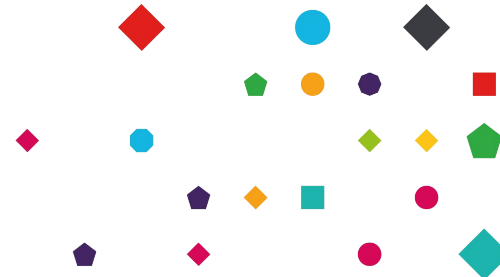
We raise **awareness of our brand and charitable purpose** to help people progress into a job, on the job and into the next job.



Credly



Real time analytics help City & Guilds track the impact of our purpose led events and activities.



Online tools and social media have allowed employees to be much more empowered.

They're able to share their workplace experiences with a broader audience. **Their role is far more impactful now than it was ten years ago.** This shift opens up opportunities for organisations to view their employees as advocates for their values, authentically engaging with external audiences.



Be an advocate

Make a pledge and receive a digital credential

“I pledge to advocate for marginalised and underrepresented communities in my workplace, and create a safe space for holding conversations about race, privilege and intersectional issues.”





We want to help everyone raise awareness of inclusion and diversity in the workplace. We are giving you the opportunity to make a pledge to building equity, claim a digital credential and share with your networks.

Fill in the form below with your pledge and we will send you a digital credential. You can find out more about this digital credential on the Credly website: credly.com/org/city-guilds-foundation/badge/breaking-down-barriers

First name*

Surname

Job title

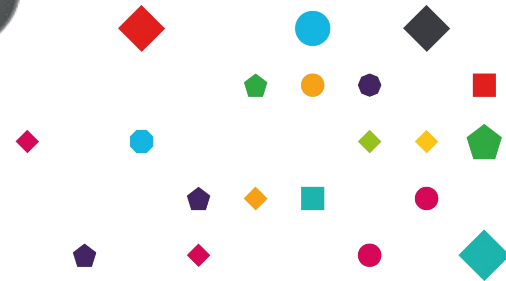
Organisation

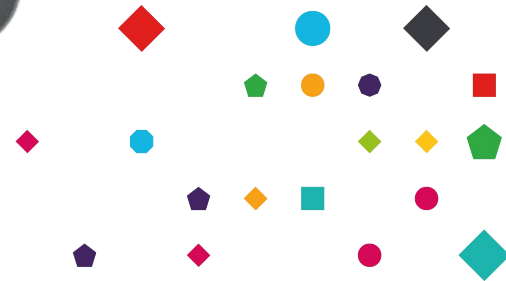
Email*

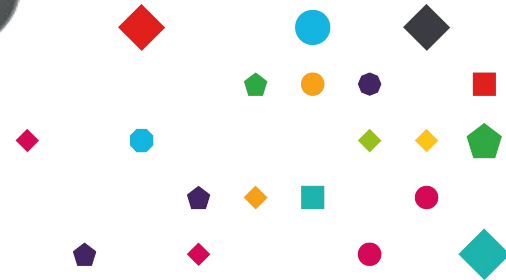
Make a pledge*

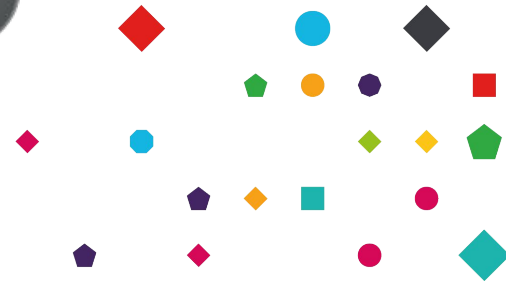
Once you have made your pledge you will be eligible to receive a digital credential. We will send you an email within a few days after the event to claim your digital credential. We also will share pledges on our channels but your name will not be included.

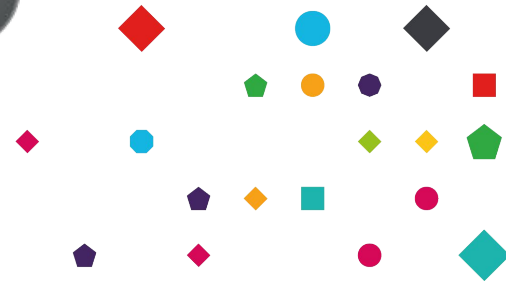












Analytics

Credentials 2 Templates

Past 6 Months

Collections 1

Templates

More

20 Jan 2021 - 19 Jul 2021

Export



- Accepted 235
- Pending 48
- Rejected 0

83%

Acceptance Rate
Credly average is 67%

54%

Share Rate
Credly average is 47%

1.57

Views per Share
Credly average is 3.28

0.13

Clicks per View
Credly average is 0.31



A City & Guilds Group Collaboration

Sam Egerton
Experienced Leader at the City & Guilds Group supporting City&Guilds/ILM
[View full profile](#)

Sam Egerton (He/Him) • 1st
Experienced Leader at the City & Guilds Group supporting City&Guilds/ILM
1 mo •

View my verified achievement from City & Guilds Foundation.



Breaking Down Barriers was issued by City & Guilds Foundation to Sam Egerton.

credly.com • 1 min read

17 • 1 comment



This badge was issued to [Matthew Lardi](#) on 15 June 2021.

Verify



[Additional Details](#)

Fair chances for people

Issued by [City & Guilds Foundation](#)

Earners of this credential have pledged their support for excluded groups and are advocates for creating fair chances for people with convictions to gain employment. They support the view employment helps people get their lives back on track and that having a job is proven to reduce reoffending. Through sharing this credential with their networks, they are raising awareness and contributing to building equity in the workplace.

Skills

- Diversity
- Employment
- Equality
- Equity
- Excluded Groups
- Fair Chances
- Inclusion

Earning Criteria

- Engaged with City & Guilds Foundation Inclusion and Diversity Conference content to build their awareness of the importance of fair chances for people with convictions to gain employment.
- Made a pledge to build equity through raising awareness.
- Join our next event: Developing neuro-inclusive workplaces

Mark Koulianos

Executive Director, University of South Florida
Corporate Training and Professional
Education



USF Corporate Training and Professional Education (CTPE)

A DIVISION OF INNOVATIVE EDUCATION

Mark Koulianos | Executive Director

INNOVATIVE EDUCATION

Guiding Strategy

- Focus Workforce Development
- Upskilling and Reskilling (Post Undergraduate)
- Early to Mid-Level Career
- Moving at the Speed of Business
- Building Lifelong Affinity Model
- Nexus of activity – Rate of Change



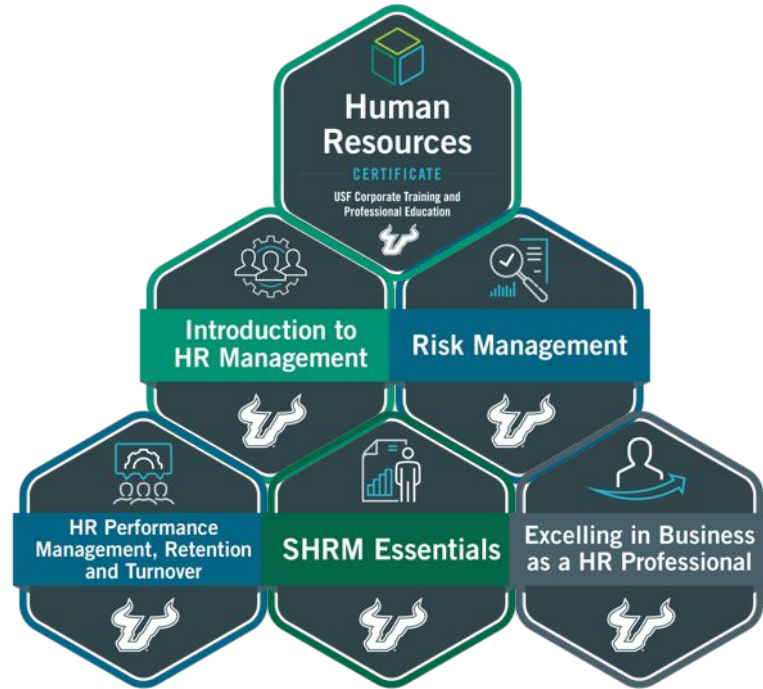
CTPE Success Story

- Covid-19 Success | NEW Operation Model
95% Classroom to 100% Virtual
- Students from 37 US States and 28 Countries
- Corporate Relationships
- The American College of Greece





Stack Bull™





Your organization and DEI

Discussion



Mark Koulianos

University of South
Florida



Brittany Storie

Credly



Susan Manning

Credly



Thank you!

