



Credly

Reboot Bootcamp

March 2023 Masterclass

HOW healthy IS YOUR CREDENTIAL PROGRAM?

IS YOUR PROGRAM UP TO SNUFF? THIS FUN QUIZ WILL HELP YOU DETERMINE WHETHER YOU NEED A **MINOR ADJUSTMENT** OR A **MAJOR REBOOT**.

1 How often have you reviewed your goals and metrics?

- On a regular cadence, my group reviews the goals and metrics. **5**
- We have goals! I remember recording them. **3**
- The goals seem to be a moving target for a variety of reasons. We haven't reviewed for a while. **1**

2 What's the shape of your governance plan?

- It's a crisp document that outlines the big picture and the implementation strategies. We use this frequently. **5**
- We have a governance plan. It seems to have changed and I am not certain the document was updated or widely shared. **3**
- We didn't record a formal plan. **1**

3 Have you established a taxonomy or framework that distinguishes one badge from another (type, rigor, audience, etc.)?

- Yes, we have this in place. **5**
- No, we don't need one. We have a very small program. **3**
- No, we haven't done this. **1**

4 When was the last time you audited your badge templates?

- Within the past year. **5**
- We don't need to audit – there are too few templates or nothing has changed. **3**
- Audit? **1**

5 How often do you issue?

- Daily! We have an integration and earners get their badges almost instantly. **5**
- We are fairly regular. Badges are issued within 30 days of earning. **3**
- We issue when someone asks, so we don't follow a prescribed schedule. **1**

6 What strategies have you used to promote your program? 1 point / each

- Social Media Posts
- Internal Comms
- Emails to Recipients
- Featured in our LMS
- Splashed on our website
- Announced at annual meetings/conferences

7 How frequently would you say an announcement or post is made to promote your program?

- Almost weekly! We have a robust marketing engine in place. **5**
- Maybe a couple times a year. I have to fight for every post. **3**
- I admit it – not often enough! **1**

8 Which of these features are you using on your templates? 1 point / each

- Attributes
- More Info link
- Earn This Badge link
- Hyperlinks in criteria
- Collections
- Recommendations
- Print Certificates

Credly
by Pearson

YOUR PROGRAM'S PULSE IS...

31 OR MORE

Excellent! It looks like you have put many best practices in place! Share your secrets?

20-30

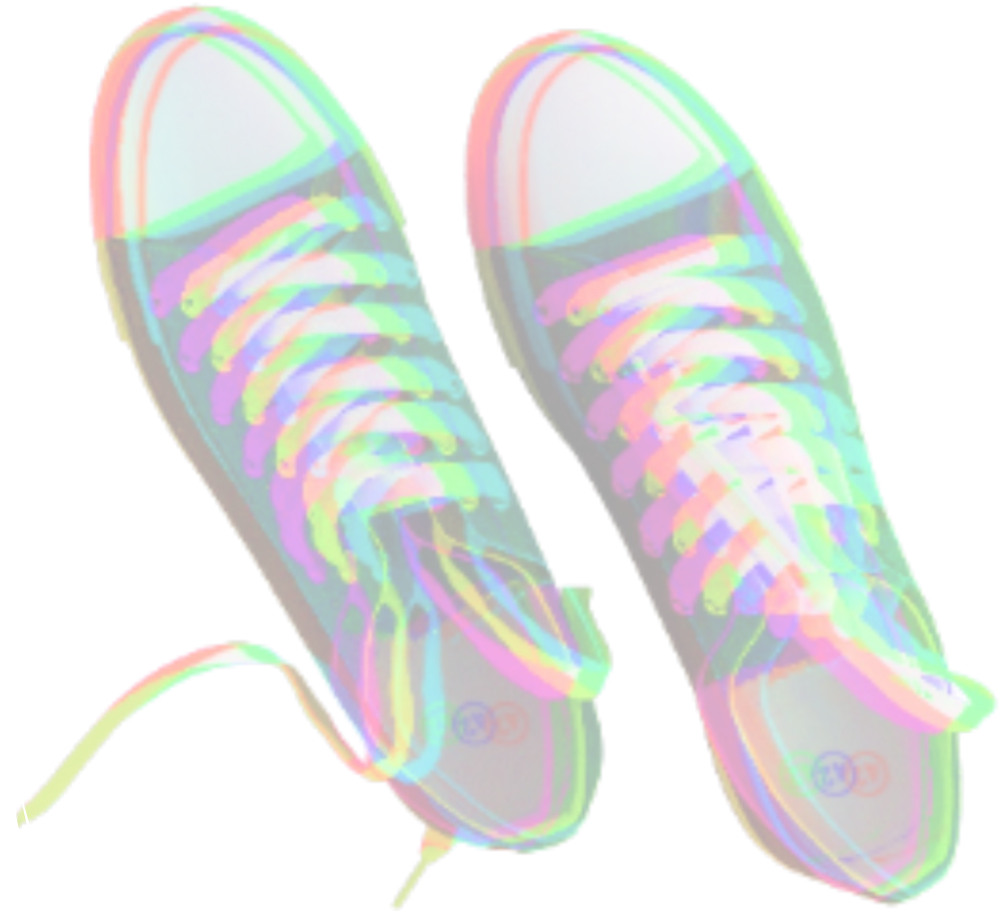
Not too shabby, but there's room for improvement. How can we help?

19 OR LESS

Oof. Definitely time for a reboot. We can recommend where to start!

Why are we here?

- The more things change, the more they stay the same.
 - Programs change, best practices do not.
- The strongest programs take inventory and perform regular health checks.



Our guide

- **Warm up: Success set-up**
 - Goals and governance
 - Taxonomy
- **Cardio:**
 - Template design + features
- **Strength:**
 - Marketing, promotions, communications
- **Stretch:**
 - Issuing methods
 - Reporting (analytics)
- **Cool down**
 - Resources



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Warm up: Goals, governance and structure

- Got goals? Got metrics?
 - Increase brand awareness = shares
 - Increase engagement = # issued, # enrolled in next course
- Governance
 - We have a new template
 - Who, what, why, when/how
- Taxonomy/Framework?

Cardio: Templates & features



- Groups! 10 minutes HITT
- Review a template for a credential related to completing a course in Javascript
- As a group, make suggestions
- Your team will have a Credly person to assist
- Introduce yourselves while we shift CSMs around, please

Cardio: Measuring success

- Is the description "earner focused"?
- Are there links for more info and earn this badge?
- What did you decide about the attributes?
- How did you select/edit skills? Did you test them?
- Is the criteria stated in such a way that someone would believe they could attain this (and would they know where to go to do so)?



Cardio:

Layers of
goodness
(favorite
features)

- Recommendations
- Collections
- Expirations
- Print options



Cardio: So what? What now?

Strength: Communications

- Must happen with regularity
- Reach people where they are
- Do not let up!
- Consider additional audiences
- Do you "pop"?



Stretch

- Issuing methods
 - Be timely
 - Consider whether automating might help
- Analytics
 - Check the metrics
 - Report up
 - Tie to business goals



Cool down: Resources for follow-up

- [Governance guide](#)
- [Comms Guide](#)
- [Quality Check](#)
- [Best practices in template development](#)
- [Issuer Help Center](#)
- The Academy (write to us academy@credly.com)



Thank you and please give feedback

[6 question survey here](#)

