Open Badge design

Robert Stewart
Learning and Development Adviser

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Stakeholders and their needs

Our design should consider the needs of the following stakeholders.

- The **learner** who earns the badge.

- The **issuer** who awards the badge.

- The **consumer** who the learner shows the badge to.

Each of these has **long term** and **short term** needs.

Learner

Short term

- Immediate reward

- Visible confirmation of learning

Long term

- Portfolio of evidence

- Evidence of improvement

Issuer

Short term

- Encourage participation

- Evidence of understanding

Long term

- Evidence of impact on practice

- Brand awareness

Consumer

Short term

- Confirmation of authenticity

- Ability to make own judgement on the value

Long term

- Skills/knowledge audit

- Evidence of service improvement

How this can work

Open Badges should help a learner capture their:

- participation in and immediate impressions of a learning experience

- thoughts about how they can apply their learning in practice

- the outcome of their application in practice and reflection about the difference it made.

You can do this through several badges, human assessment, testimonials and workplace activities.

Unique learner evidence needs to be visible in every badge you issue.

Open Badge criteria example – first badge (learning resources)

To earn this badge you will need to:

	Choose one line from each number	Purpose
1	watch the video [link to video here] (20 minutes) **OR** listen to the audio clip [link to audio here] (30 minutes) **OR** work through [link to learning resource here] (6 hours) **OR** download and read [link to document here] (15 minutes)	Ask the learner to undertake a task.
2	download and read [link to summary/factsheet here] (15 minutes) **OR** download and work through [link to workbook] (15 minutes per day for five days)	Ask the learner to do something that will reinforce the key messages/learning outcomes from the original task. Spread this out over several days through 'micro tasks' if possible.
3	tell us about three things you learned from the [video/audio clip/resource/document] and why these are important to you and your practice (150 words) **OR** attach a copy of your completed workbook	Obtain evidence of learning. Encourage learner to focus on a small number of key points and expand on why they feel these are important to their practice.
4	discuss the [summery/factsheet/your learning] with your manager/supervisor/colleagues and tell us what you agreed was important to the service and the people who use your service (100 words) **OR** attach a copy of your completed workbook with a statement from your line manager	Encourage discussions with colleagues and manager to allow learner to put their learning into local context. Seek evidence of these discussions.
5	tell us about at least one thing you will do to make your colleagues aware of [topic/resource name here]. (25 words)	Encourage sharing of learning and the existence of the learning resource.

We will decline applications that do not provide enough evidence showing how you have met these criteria.

Task

Identify an opportunity to badge an existing learning resource or session.

- What evidence will be submitted by learners?

- Who will assess these submissions and what opportunities could there be for future testimonials/endorsement?

Lessons learned by SSSC

- Badges without unique learner evidence are rarely used by learners.

- The more activities in a single badge, the more difficult it is to achieve, assess and evaluate.

- A reflective writing style works well as Open Badge evidence. Don't let learners write about their learning in anything other than first person or paraphrase content without explaining what it means to them or their practice.

- The first badges earned by learner should introduce them to how badges work and how to write good submissions.

- Be prepared to decline submissions that fall short of expectations but do so quickly. SSSC has achieved results by doing this – learners have demonstrated rapid improvement in their reflective writing.

Where to find out more

- Visit **badges.sssc.uk.com**

- Follow **@SSSCLearnTech** on Twitter