



CONFERENCE

# **MICROCREDENTIALS AND DIGITAL BADGES IN HIGHER EDUCATION**

November 27 - 29, 2018

Savannah, GA





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*Badging programs are rapidly gaining momentum in higher education - join us to learn how to get your badging efforts off the ground.*

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## OVERVIEW

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Digital badges represent an innovative way to expand the credentialing landscape and are rapidly gaining momentum in higher education. But because badges are rapidly evolving, institutions are full of questions regarding how best to develop, operationalize, and market them.

Join us for an event that will expose you to strategies and processes that other institutions have used to develop digital badge initiatives and programs. Throughout the course of the event, you will learn all the different ways badges can add value to the learner experience, key considerations for developing badges, and how to connect learners with industry, including:

- How competencies are assessed when it comes to badges
- Cost and business model considerations
- Different types of badging platforms and technology
- How to partner with industry to deliver in-demand competencies for learners

## WHO SHOULD ATTEND

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This conference will appeal to higher education professionals who are planning for or in the process of implementing a badging initiative at their institutions.

If you have questions about this program, the content, or its fit for you and your team, please reach out to Ashley Brand.

## LEARNING OUTCOME

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After participating in this conference, you will be better equipped to move your badging initiative forward at your institution.

VISIT EVENT PAGE

[www.academicimpressions.com/microcredentials-and-digital-badges-in-higher-education/](http://www.academicimpressions.com/microcredentials-and-digital-badges-in-higher-education/)



## AGENDA

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### DAY ONE

**Registration**

12:00 - 12:30 p.m.

**Welcome and Introductions**

12:30 - 1:00 p.m.

**Badges in Context**

1:00 - 2:15 p.m.

We'll use this opening session to explore initial questions and curiosities related to badging, including establishing a shared terminology. We will also discuss the various benefits of badges and how they can fulfill the needs of various students.

**Afternoon Break**

2:15 - 2:30 p.m.

**Badging Tour**

2:30 - 4:00 p.m.

In this session, you will learn more about how institutions have successfully implemented a badging initiative. You will learn specifics about their processes, pitfalls, and successes as well as hear real stories from students who have benefited from badge offerings.

**Wrap Up Day 1 and Q&A**

4:00 - 4:30 p.m.

**Networking Reception (included in registration fee)**

4:30 - 5:30 p.m.

### DAY TWO

**Continental Breakfast (included in conference registration)**

8:30 - 9:00 a.m.

**Key Considerations: Assessment of Competencies**

9:00 - 10:30 a.m.

We'll use this time to explore the connections between badges, assessment, and more traditional degree programs.

**Morning Break**

10:30 - 10:45 a.m.

**Key Technology Considerations**

10:45 a.m. - 12:00 p.m.

This session will allow for greater understanding of Open Badges, the variety of technology software and platforms, and the portability of badges.

**Lunch (included in conference registration)**

12:00 - 1:15 p.m.



## AGENDA

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### DAY TWO (CONTINUED)

#### **Key Financial Considerations**

1:15 - 2:15 p.m.

During this hour, we will take a closer look at answering key financial questions surrounding badges:

- What does the business model look like behind existing institutional badging initiatives?
- Are these money-makers for an institution? Is there revenue potential?
- Where does funding for these efforts come from?

#### **Afternoon Break**

2:15 - 2:30 p.m.

#### **Partnering with Industry**

2:30 - 4:00 p.m.

Badging can be a catalyst for partnerships between higher education and industry. In this session, you will have the opportunity to learn more about strategies for collaborating with industry in the development of badges and how badges align with employer expectations.

#### **Close Day 2**

4:00 - 4:30 p.m.

### DAY THREE

#### **Continental Breakfast (included in conference registration)**

8:30 - 9:00 a.m.

#### **Branding and Marketing Badges**

9:00 - 10:00 a.m.

Now that we have a better idea of the “why” and “what” of badges, how do we market their value to external and internal stakeholders? You’ll see examples of how other institutions are designing and marketing their badges.

#### **Consultation Time**

10:00 - 11:00 a.m.

Alongside your peers and our expert instructors, you will have the opportunity to brainstorm ideas, get feedback, ask questions, and get answers.

#### **Morning Break**

11:00 - 11:15 a.m.

#### **Next Steps and the Road Ahead: Where Badging in Higher Ed is Going**

11:15 a.m. - 12:00 p.m.

Most institutions are getting into the badging game, and we’ll talk about the far-reaching considerations in the world of badging. We’ll use this time to engage in forward-thinking and discuss the future of badging and what future trends in badging might be.

#### **Conference Wrap-Up and Q&A**

12:00 - 12:30 p.m.



## INSTRUCTORS

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### **Jeff Bohrer, Technical PM at IMS Global Learning**

Jeff Bohrer's career has focused on supporting the mission of educational institutions through academic technology administration, support, and training.

Jeff currently serves as a program manager for digital credentials initiatives at IMS Global Learning Consortium, a nonprofit member organization whose mission is to enable the adoption and impact of innovative learning technology. Jeff leads a variety of projects and programs related to digital badges, comprehensive learner records, and the interoperability of learning technologies. Jeff is also co-chair of the EDUCAUSE Microcredentials and Badges Constituent Group.

Prior to joining IMS, Jeff was an academic technology manager at the University of Wisconsin-Madison responsible for leading teams that support university-wide systems for learning management, media delivery, collaboration, content development, assessment, and analytics. Jeff also served on numerous committees at the campus, state, and national levels. Additionally, Jeff has held academic technology positions at Dartmouth College and in the Mahtomedi (MN) Public Schools.

Jeff holds a a master's degree in technology for learning and development and a bachelor's degree in secondary education, both from the University of South Dakota.

### **Dan Hickey, Program Coordinator of the Learning Sciences Program and a Professor at the School of Education at Indiana University Bloomington**

Bio coming soon.

### **Anne Reed, Director of Micro-Credentials and Digital Badges at the University of Buffalo**

Bio coming soon.

### **David Schejbal, Dean of Continuing Education, Outreach, and Online Learning, University of Wisconsin**

David's division works with University of Wisconsin's 26 campuses and the UW System Administration to increase access to programs, classes, and degrees. David oversees a budget of \$105m, the Higher Education Location Program, the Independent Learning program, and an array of online and face-to-face credit and noncredit programs. David initiated and now co-leads the UW competency-based programs, known as the Flexible Option and the University Learning Store.

David writes and speaks about the future of higher education and how it is shaped by social, economic, technological, and political forces. In 2012, he was one of the founding members of C-BEN: The Competency-Based Education Network, and currently serves on its governing board.

David's academic interests focus on issues of higher education, sustainability, and the environment. He was president of the University Professional and Continuing Education Association (UPCEA) from 2015-2016. Presently, he is a member of the Board of Visitors of the Army War College and an Executive Committee member of the Council of Environmental Deans and Directors (CEDD).



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		<b>Intimate, workshop-style event with personalized attention</b>
Many concurrent sessions; forcing choice		<b>One focused learning track</b>
Uneven sessions and less outcome-focused, driven by an open call for proposals		<b>Needs-driven</b> and meticulously planned with practical outcomes <ul style="list-style-type: none"> <li>Action plans and next steps to use upon returning to campus</li> <li>Carefully-vetted expert instructors that are also practitioners in the field</li> </ul>
Lecture-based		<b>Learner-centric</b> and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to <b>truly connect with colleagues</b> in the same position at other institutions
Some slide presentations posted online after the event		<b>200+ page workbooks</b> with references, worksheets, articles, templates, exercises, and planning documents

**96%**  
of past attendees would recommend an AI conference to a colleague

**250+**  
and growing of AI member institutions (AI Pro)

**15,000+**  
higher ed professionals served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



## LOCATION

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November 27 - 29, 2018 :: Savannah, GA

### HOTEL:

Hyatt Regency Savannah  
2 W Bay Street  
Savannah, GA 31401  
912.238.1234

**Room Rate:** \$185 + tax

**Room Block Dates:** The nights of November 26, 27, & 28, 2018

**Rate Available Until:** November 5, 2018

**Reserve Your Room:** Please call 912.238.1234 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.