

MICROCREDENTIALS AND DIGITAL BADGES IN HIGHER EDUCATION

November 21 - 22, 2019 | Orange County, CA



Learn how to effectively move your badging initiative forward.

Digital badges are rapidly gaining momentum in higher education as an innovative way to expand the credentialing landscape. 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 a variety of ways badges can add value to the learner's 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

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

Get the most out of this program by attending with your team. This program is designed for both individuals or your whole team to ensure you are asking the right questions when it comes to digital badges and how you can move your initiative forward.

Note: We will specifically be talking about badging in an academic context throughout this program. As such, this program is not a fit for those engaged in more co-curricular badging initiatives.

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

BRING YOUR TEAM AND SAVE!

Save over 15% when you register three or more colleagues.

AGENDA

Day 1

Registration and Continental Breakfast (included in registration fee)

8:30 – 9:00 a.m.

Welcome and Introductions

9:00 – 9:30 a.m.

Badges in Context

9:30 – 10:15 a.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.

Morning Break

10:15 – 10:30 a.m.

Crucial Considerations as You Explore Badging

10:30 – 11:00 a.m.

Before we dive in to the key components of a badging initiative, we need to first think strategically about the institutional and national contexts of badging. We will address the questions you must answer to determine viability and to strategize.

Key Components of Implementing a Badging Initiative

11:00 – 11:45 a.m.

Using a project management approach, our faculty will introduce the key components of a successful badging project and set the stage for the themes we'll address throughout the conference:

- Approvals
- Budgeting
- Technology
- Sales
- Communications
- Curriculum design and assessment

Lunch (included in registration fee)

11:45 a.m. – 12:45 p.m.

Badging Tour

12:45 – 3:00 p.m. (includes afternoon break)

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.

AGENDA

Day 1 (CONTINUED)

Key Technology Considerations

3:00 - 4:15 p.m.

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

Wrap Up Day 1 and Q&A

4:15 - 4:30 p.m.

Networking Reception (included in registration fee)

4:30 - 5:30 p.m.

This informal reception is your chance to decompress, have some refreshments on us, and expand your network of connections. Our programs are intentionally designed for smaller groups, so this is a great time to catch up with attendees and speakers whom you may not have connected with yet.

Day 2

Continental Breakfast (included in registration fee)

8:30 - 9:00 a.m.

Key Financial Considerations

9:00 - 10:00 a.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?

Morning Break

10:00 - 10:15 a.m.

Partnering with Industry

10:15 - 11:30 a.m.

Badging can be a catalyst for partnerships between higher education and industry. 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.

Branding and Marketing Badges

11:30 a.m. - 12:30 p.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.

AGENDA

Day 2 (CONTINUED)

Lunch (included in registration fee)

12:30 - 1:30 p.m.

Branding and Marketing Badges Continued

1:30 - 2:00 p.m.

Consultation Time

2:00 - 3:00 p.m.

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

Afternoon Break

3:00 - 3:15 p.m.

Next Steps and the Road Ahead: Where Badging in Higher Ed Is Going

3:15 - 4:00 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

4:00 - 4:30 p.m.

INSTRUCTORS

Jeff Bohrer

Technical PM, 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.

Michael P. Macklin

Associate Provost for Workforce Partnerships/Development, Colorado Community College System

Michael P. Macklin is the Associate Provost for Workforce Partnerships/Development at the Colorado Community College System. His primary focuses are workforce development, noncredit programming, and business partnership development. Through Mr. Macklin's work with digital badges, he is leveraging the power of digital credential opportunities in advanced manufacturing, healthcare and information technology. He understands that digital badges are key in sustaining and expanding workforce skillsets with community and business partners as this allows for unprecedented access to affordable reskilling and upskilling opportunities.

Anne Reed

Director of Micro-Credentials and Digital Badges, University of Buffalo

Anne Reed is Director of Micro-Credentials and Digital Badges at the University at Buffalo (UB). She developed a process to propose, review, develop, and implement new micro-credential programs at the university. Her background is in instructional design, and prior to her current position she has served as an instructional designer for the Center for Educational Innovation at UB, and as Program Manager for Open SUNY. She led a SUNY-wide team to develop the award-winning course, Quality by Design, which has trained over 600 faculty and staff in New York state in curriculum design strategies, and awards digital badges to recognize professional competencies. She is also co-founder of the Meaningful Gamification Academy (MeGa). Her research interests include gamification in higher education, and the use of digital badges as alternative credentials. Anne is currently pursuing a PhD in Curriculum, Instruction and the Science of Learning.

INSTRUCTORS

David Schejbal

Vice President and Chief of Digital Learning, Marquette University

David Schejbal is vice president and chief of digital learning at Marquette University. He works with faculty and senior leaders across the University to expand Marquette programs throughout the nation and the world. Prior to Marquette, David was dean of Continuing Education, Outreach and E-Learning at the University of Wisconsin-Extension.

David writes and speaks broadly about the future of higher education and how that future 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: A National Consortium for the Development of Higher Education Models.

David's academic interests focus on issues of higher education, sustainability, and the environment. His academic background is in philosophy, and he received his doctorate from the University of Connecticut. He was president of the University Professional and Continuing Education Association (UPCEA) from 2015-2016. Presently, he co-chairs the Board of Visitors of the U.S. Army War College.

ACADEMIC IMPRESSIONS STAFF

Whitney Egstad

Program Manager, Academic Impressions

Whitney Egstad believes the key to optimizing organizations is to cultivate and empower lifelong learners. Her mission is to do just that. For twelve years, she has designed learning experiences for diverse groups of professionals and students. As program manager, she performs market research and collaborates with subject matter experts to develop impactful professional learning programs for leaders in higher ed. In addition to directing program operations, she serves as an instructional design consultant for AI's online courses and tool kits. A pedagogue at heart, Whitney absorbs emergent research in neuroeducation, universal design, DEI, eLearning, and memory. She applies this research, as well as program data and feedback, in the development and revision of her programs.

LOCATION

November 21 - 22, 2019 | Orange County, CA

Hotel:

Hyatt Regency Orange County
11999 Harbor Blvd.
Garden Grove, CA 92840
714.750.1234

Room rate:

\$119 + tax

Room block dates:

The nights of November 20 and 21, 2019.

Room block cutoff date:

October 30, 2019.

Reserve Your Room: Please call 714.750.1234 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.

The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully-vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:
9 out of 10 participants recommend our trainings to colleagues