

# HOW TO BUILD A DIGITAL BADGE

Best practices for creating content to represent the credential, certification, course or designation that you are badging.

## WHAT IS A BADGE WORTHY ACHIEVEMENT?

Minnesota State University, Mankato identifies badge worthy achievements as a non-credit, resume worthy achievement. Badges should represent hard skills and learning outcomes that employers care about and can be verified by an established set of criteria.

## BADGES MAY REPRESENT:



## BUILDING YOUR BADGE

The following is a guideline for building the metadata content behind your digital badges.

### BADGE NAME & VISUAL



### BADGE DESCRIPTION

Descriptions of your badge should be 500 characters or less and give insight into the outcomes of this achievement- outlining specifically what the individual is capable of or competent in doing. Avoid verbatim course descriptions or requirements- instead ask:

*What special skills and knowledge to earners contribute to the industry and position? What skills has the earner demonstrated in order to earn this badge? What distinguishes them from those without this credential?*

## SKILLS

Skill tags are concise (1-3 word) keyword phrases that link to labor market data housed within the Acclaim platform. Skill tags offer organization and allow viewers to quickly understand what the person has wither acquired or demonstrated.

*Determine roughly 8-15 primary skills earned or represented by this credential*

Leadership  
Communication  
Management



Strategy and Execution  
Emotional Intelligence  
Organizational Culture  
Change Management  
Ethical Decision Making



## CRITERIA

This is a brief descriptive and visual representation of what the badge earner did to earn this badge. The list of criteria describes the sequential set of steps required for an individual wanting to pursue this credential. You may link to a relevant external URL for more information.

Criteria types considered for badging are as follows:



**Experience:** Not measured, unstructured learning (e.g., events, membership, volunteering)



**Learning:** Also not measured, but structured learning (e.g., self-led courses, soft skill training)



**Certification:** Industry or University recognized, validated achievement (e.g., industry certifications, license, terminal credential)



**Validation:** Measured and validated learning (e.g., learning and assessments, portfolio evidence)