



Digital Badges for Workforce Development

Kathleen Radionoff
Dean of Continuing Education
Madison College
kradionoff@madisoncollege.edu
(608) 258-2309

Madison College Noncredit Programming

State of Wisconsin Mission and Expectations

Section 38 of the State of Wisconsin statutes establishes expectations, mission, mandates and legal boundaries for the Wisconsin Technical College system. Under the mission statement, technical colleges are expected to:

- (a) Provide occupational education and training and retraining programs, including the training of apprentices that enable residents to obtain the knowledge and skills necessary for employment at a technical, paraprofessional, skilled or semiskilled occupation. Such programs include general education courses to facilitate student achievement in occupational skills training.*
- (b) Provide customized training and technical assistance to business and industry in order to foster economic development and the expansion of employment opportunities.*
- (3) The additional purposes of the technical college system are to:
 - (c) Provide community services and avocational or self-enrichment activities.**



EMERGING worker

Is 22 OR YOUNGER and preparing for FIRST FULL-TIME JOB

Has OCCUPATIONAL and DEVELOPMENTAL learning needs

Needs CREDIT-BASED CREDENTIALS and DEVELOPMENTAL COURSEWORK

Is a SMALL BUSINESS OWNER

Needs learning to ENHANCE BUSINESS OPPORTUNITIES

Needs CONTRACT TRAINING, NON-CREDIT SHORT-TERM CERTIFICATES and DISCRETE NON-CREDIT CLASSES

ENTREPRENEURIAL worker

TRANSITIONAL worker

Moving from ONE CAREER TO ANOTHER

Has OCCUPATIONAL and DEVELOPMENTAL learning needs

Needs CREDIT or NON-CREDIT LEARNING and possible DEVELOPMENTAL COURSEWORK

Is an ADULT EMPLOYEE

Needs learning to ENHANCE CURRENT SKILLS

Needs CONTRACT TRAINING, NON-CREDIT SHORT-TERM CERTIFICATES and DISCRETE NON-CREDIT CLASSES

INCUMBENT worker



Keep learning.



Adult Market Considerations

- 20.8m students in non-credit programs
- Growing employer acceptance of alternative credentials
- Adult students and informal learning
- Lack of evaluation system to link non-credit coursework to credit credentials
- The constant need to upskill
- Freelance workers lack access to employer training

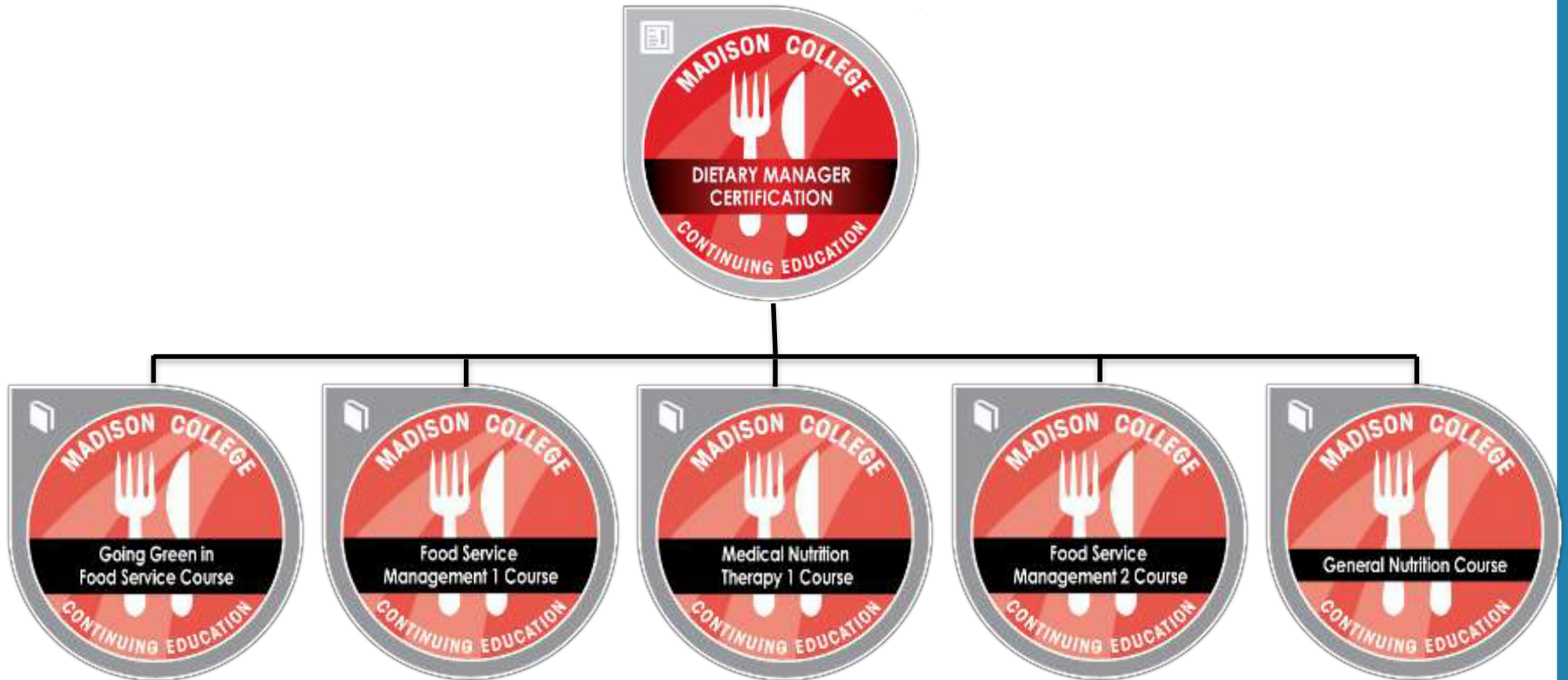


Dietary Manager Certificate

- Creating a Digital Badge
- Designing the Badge Hierarchy
- Aligning learning outcomes to National Standards



Digital Badge Hierarchy



Keep learning.



Aligning to National Standards



Part of the Dietary Manager Certificate. This course focuses on the food service management principles assessed within the two required badges.

ISSUED BY

Madison College Continuing Education

CREATED

24 Apr 2014

SKILLS

- Dietary Manager
- Dietary Manager Certificate
- Food Safety
- Food Service
- Food Service Management
- Food Storage
- Food Storage Guidelines
- Menu Planning

What it takes to earn this badge

- Managing Client Needs in Food Service
- Managing Logistics in Food Service

[View Additional Information >](#)

Standards

- ✓ ANFP Practice Standards: Menu Planning, Calories, and Portion Sizes
- ✓ ANFP Practice Standards: Food Safety
- ✓ ANFP Practice Standards: Food Storage Guidelines
- ✓ ANFP Practice Standards: Foodservice Department Catering



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Translating Curriculum into a Digital Badge

- Badges are based on learning objectives/competencies developed in conjunction with industry partnerships and standards.
- Learners are awarded a digital badge for successful completion of core badge tasks.
- If learners successfully earn all core digital badges, a program completion/certification badge is awarded.



Keep learning.

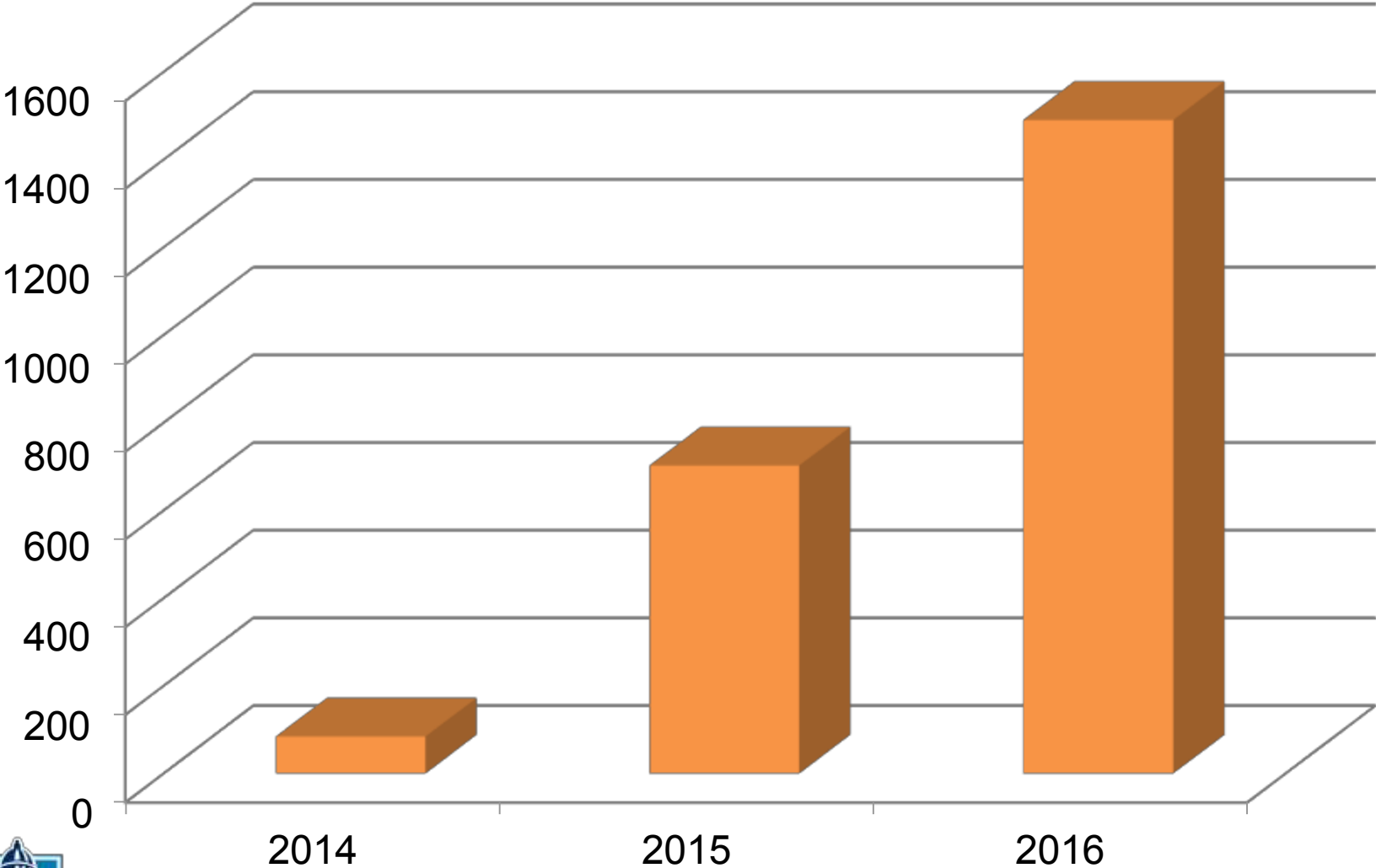


Designing Curriculum & Assessment Guidelines for *Non-Credit* Courses

- Verify rigor within the course curriculum
- Align learning outcomes with State/
National/Employer Standards
**if applicable*
- Define badge tasks that are measurable



Non-Credit Badges Issued per Calendar Year

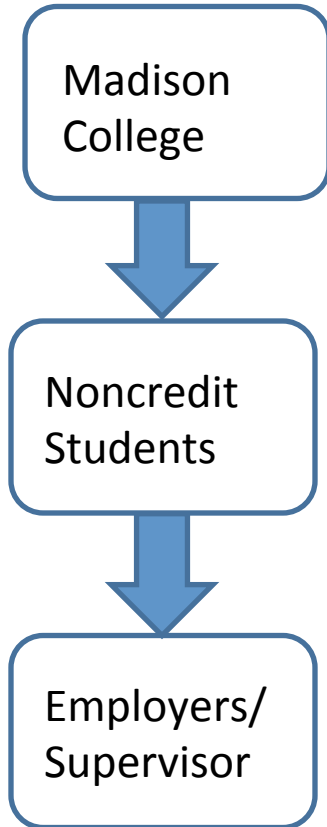


Keep learning.

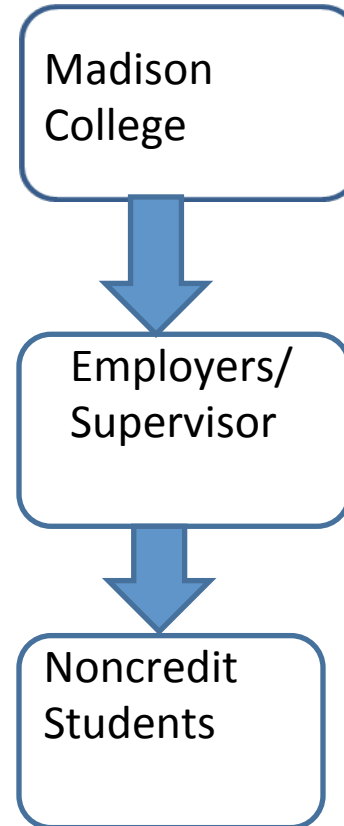


Badge Marketing Channel Strategy

Push strategy



Pull strategy



AACC “Right Signals” Grant

20 Technical colleges across the US invited to participate

Convey the “Right Signals” to employers about our students’ KSA’s

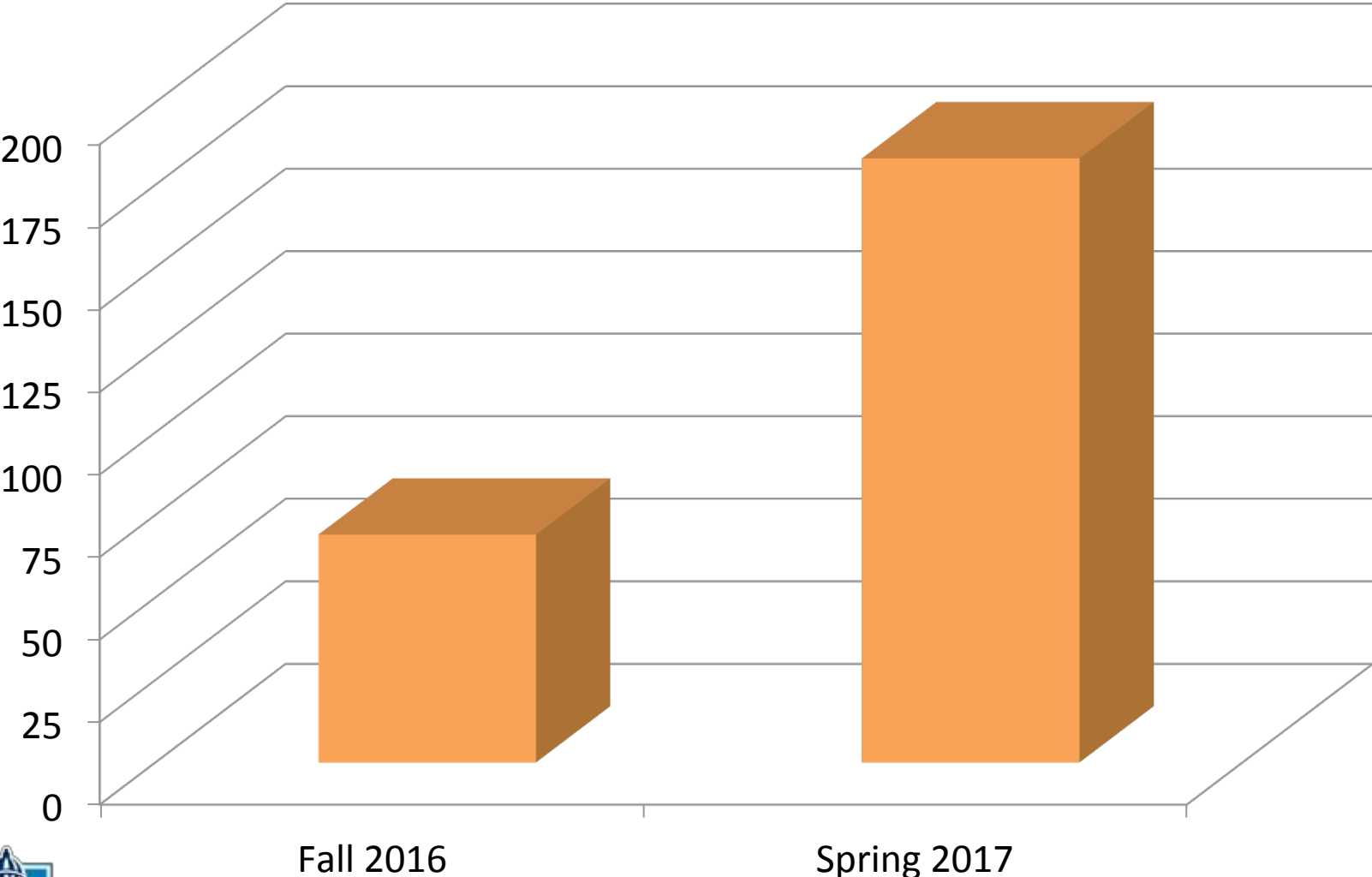
Medical Assistant credit program – technical skill badges

School of Health Education – soft skill badges

2 semesters of badges issued

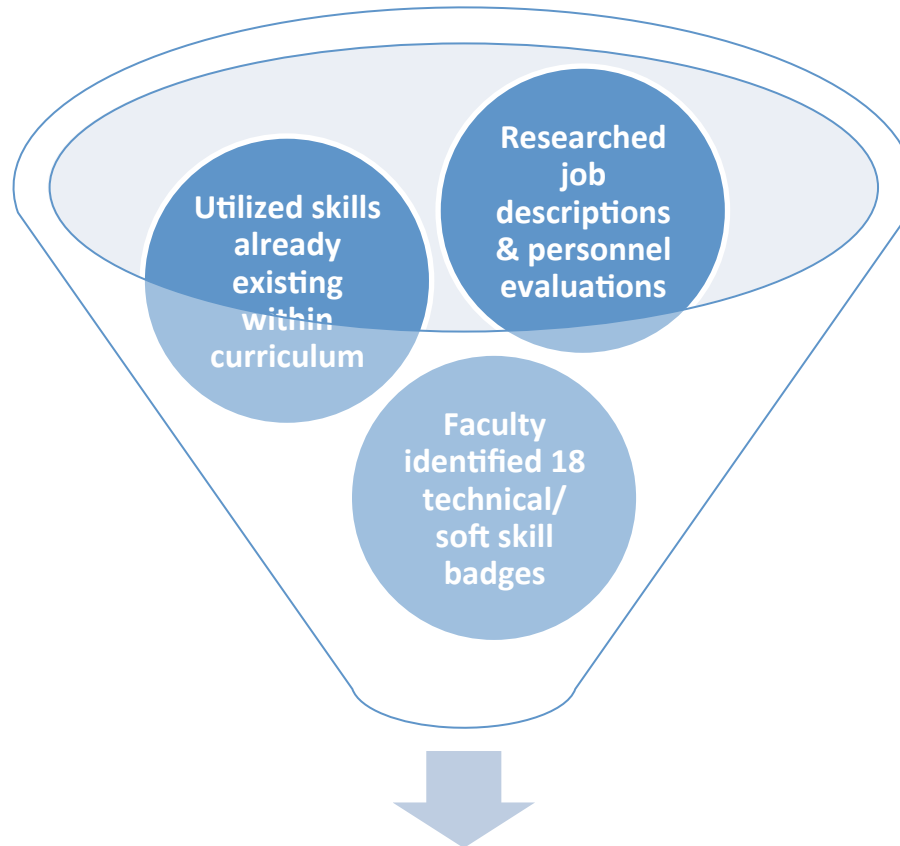


Medical Assistant Credit AACC Grant Badges



AACC “Right Signals” Grant

Developing the
badges



Employers validated the value
of the skills



Utilizing Badges Differently

Credit Badges	Vs.	Non-Credit Badges
Courses transcribed (A, B, C...)		Courses transcribed (Unsat/Satisfactory)
Earn at “Exceptional” Level across <u>all</u> assessments		Earn an 80% or above within course
Multiple skills/badges possible within one course		Each course = one badge/skill

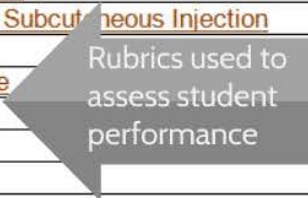
Within all classes (Credit/Non-Credit), students can still pass the class without having earned a badge.



Badge Alignment to Existing Course Content



Badge	Rubric	31509301 Medical Assistant Administrative	31509302 Human Body in Health & Disease	31509303 Medical Assistant Lab Proc1	31509304 Medical Assistant Clinical Proc1	31509305 Medical Assistant Lab Proc2	31509306 Medical Assistant Clinical Proc2	31509307 Med Office Insurance & Finance	31509309 Medical Law, Ethics & Profess	31509310 Medical Assistant Practicum	
		1 st Semester					...	2 nd Semester			
Vital Signs Badge	304 Measuring Adults and Children				X						
	304 Measuring and Recording Pulse and Respirations				X						
	304 Measuring and Recording Temperature				X						
	304 Taking the Blood Pressure of Adults and Older Children				X						
Phlebotomy Badge	305 Collect Blood Specimen					X					
Medication Administration Badge	306 Administer Oral Drugs						X				
	306 Perform Intradermal Injection						X				
	306 Perform Intramuscular and Subcutaneous Injection						X				
EKG Badge	306 Obtain an EKG						X				
Diagnostic and Procedural Coding Badge	307 Locate an ICD-10-CM Code							X			
	307 Locate a CPT Code							X			
Patient Intake Badge	304				X						
Infection Control Badge	303			X							
First Aid Badge	304				X						
Clinical Badge	310										
Legal/Ethical Badge	309								X		
Basic Laboratory Skills Badge	302		X								
Electronic Health Records Badge	301	X									
Professionalism Badge	Professionalism Badge									X	
Teamwork Badge	Teamwork Badge	X	X		X	X	X	X	X	X	
Communication Badge	Communication Badge		X		X	X	X		X	X	
Soft Skills Comprehensive Badge	310									X	
Medical Assistant Comprehensive Badge	Awarded after all badges are earned.										





Badge Level

Madison College

31509307 Med Office Insurance & Finance

Checklist

307 Locate an ICD-10-CM Code

Notes for Evaluators

Goal: Analyze diagnoses and locate correct ICD 10 code

Materials: Patient record (EHR or paper chart) ICD-10-CM manual

CAAHEP Competencies Achieved: IX.P.2

Rating Scale

Value	Description
3	Exceptional. Consistently demonstrates superior performance and behavior. Serves as a role model for others.
2	Meets criterion.
1	Does not meet criterion.

Scoring Standard

You must achieve at least a 2 on all criteria in order to pass. To receive the MA BADGE-DIAGNOSTIC AND PROCEDURAL CODING, you must achieve at 3 on all criteria here and associated assessments.

Date: _____ Signature of Student: _____

Date: _____ Signature of Instructor: _____

Scoring Guide

	Criteria	Attempt 1	Attempt 2	Comments	Ratings
1.	Locate patient diagnosis on charge slip, physician dictation, or elsewhere in patient record				3 2 1
2.	Find diagnosis in Alphabetical Index. Look for condition first, locate subterms that make condition more specific				3 2 1
3.	Locate the code from the Alphabetic Index in the ICD-10 Tabular List				3 2 1
4.	Read all information to find the code that corresponds to the patient's specific disease or condition				3 2 1
5.	Be sure all necessary codes are chosen to completely describe each diagnosis. In some cases more than one code may be needed				3 2 1
6.	Carefully record the diagnosis code(s) on the insurance claim and proofread the numbers				3 2 1





Medical Assistant Diagnostic and Procedural Coding

CAAHEP accreditation requires 100% of all medical assistant graduates to pass 100% of all competencies. In addition to passing 100% of all competencies, to earn this badge a student performed diagnostic coding and procedural coding at an exceptional level. As well as successfully complete the psychomotor, affective, and cognitive domain assessments as outlined below.



This badge is issued by Madison College: School of Health Education

SKILLS

Clinical Coding

Diagnostic Coding

ICD-10

Procedural Coding

WHAT IT TAKES TO EARN THIS BADGE



Earn an "Exceeds" on the in class activity "Procedures 18-4 Locating and ICD-10-CM Code" assignment.



Earns exceeds on both diagnostic and procedural coding competency verification. In addition, the learner must earn 93% or better on the written exam.

[View Additional Information >](#)

STANDARDS

IX Procedural and Diagnostic Coding

IX.P.1. Perform procedural coding

IX.P.2. Perform diagnostic coding

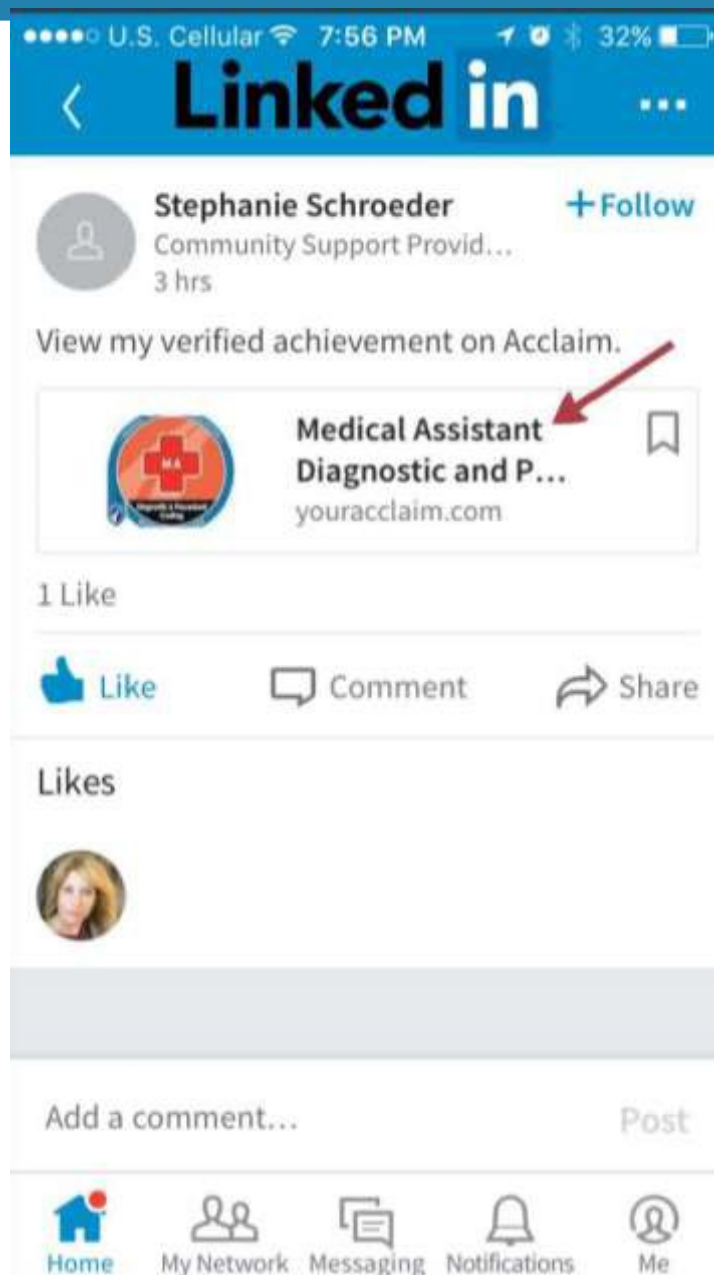
IX.P.3. Utilize medical necessity guidelines



Keep learning.



Employer's Perspective



Keep learning.



Employer's Perspective

ccclaim

Stephanie Schroeder

Badge System

SCHOOL OF HEALTH EDUCATION

MA

Diagnostic & Procedural Coding

MADISON COLLEGE

✓ Verified
Learn More

Medical Assistant Diagnostic and Procedural Coding

CAAHEP accreditation requires 100% of all medical assistant graduates to pass 100% of all competencies. In addition to passing 100% of all competencies, to earn this badge a student performed diagnostic coding and procedural coding at an exceptional level. As well as successfully complete the psychomotor, affective, and cognitive domain assessments as outlined below.

ISSUED BY
Madison College: School of Health Education

ISSUED TO
Stephanie Schroeder

ISSUED ON
24 Oct 2016



Keep learning.

SKILLS

Clinical Coding

Diagnostic Coding

ICD-10

Procedural Coding

Skill "tags" link to
realtime workforce
data



WHAT IT TAKES TO EARN THIS BADGE



Earn an "Exceeds" on the in class activity "Procedures 18-4 Locating and ICD-10-CM Code" assignment.



Earns exceeds on both diagnostic and procedural coding competency verification. In addition, the learner must earn 93% or better on the written exam.

[View Additional Information >](#)

STANDARDS

IX Procedural and Diagnostic Coding

IX.P.1. Perform procedural coding

IX.P.2. Perform diagnostic coding

IX.P.3. Utilize medical necessity guidelines

Medical Assisting Education
Review Board website



Keep learning.



Show results for

United States

Wisconsin

6 Current Job Openings

For: Clinical Coding in Wisconsin, United States

TOP JOB TITLES

JOB TITLE	JOB POSTINGS
Business Information Consultant Senior	3 >
Risk Adjustment Analyst Associate	3 >

TOP LOCATIONS

LOCATION	JOB POSTINGS
Madison	3 >
Milwaukee	1 >
Fond du Lac	1 >
Waukesha	1 >



Medical Assistant Diagnostic and Procedural Coding

[VIEW DETAILS »](#)

RECENT JOB POSTINGS

Business Info Consultant Sr.
(125176 KT)

at Anthem, inc

[VIEW DETAILS »](#)

Business Info Consultant Sr.
(125176 KT)

at Anthem, inc

[VIEW DETAILS »](#)

Business Info Consultant Sr.
(125176 KT)

at Anthem, inc

[VIEW DETAILS »](#)

[VIEW MORE JOBS »](#)



SoHE Soft Skill Badges

- Created from industry validated “needed skills”
- Participation from 17 different School of Health Education (SoHE) programs
- Broad enough to work across health care disciplines
- Piloted within Medical Assistant program for 2016-17
- Implemented into other SoHE programs Fall 2018





SoHE Teamwork

Teamwork is a skill listed as important by local employers in the healthcare industry. Notes for Employers: This is a "point in time" assessment. The student was observed by an instructor during a course at Madison College. Earning a badge means the student performed Exceptionally - "Exceeds basic expectations. Consistently demonstrates superior performance and behavior. Serves as a role model for others." during the observation in all categories listed below.








This badge is issued by Madison College: School of Health Education

SKILLS

Teamwork

WHAT IT TAKES TO EARN THIS BADGE

-  Work cooperatively to support common goals
-  Contribute to group with ideas, suggestions, and effort
-  Complete own share of tasks necessary to complete a project
-  Empower team members by active listening and validating other's contributions
-  Negotiate differences for the benefit of the team
-  Advocate for best practice



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BadgeAnalytics and Monitoring

Number Shared to Date

Where Shared & Number of Views

- By student
- By class
- By timeframe
- By Social Media type
- Exports to Excel

Independent of transcript



Analyzing the Data

Showing: All badges

Badges by Status



Accepted	204	81%
Pending	48	19%
Rejected	—	0%

227
Badge Views

17
Templates

1
Revoked Badge

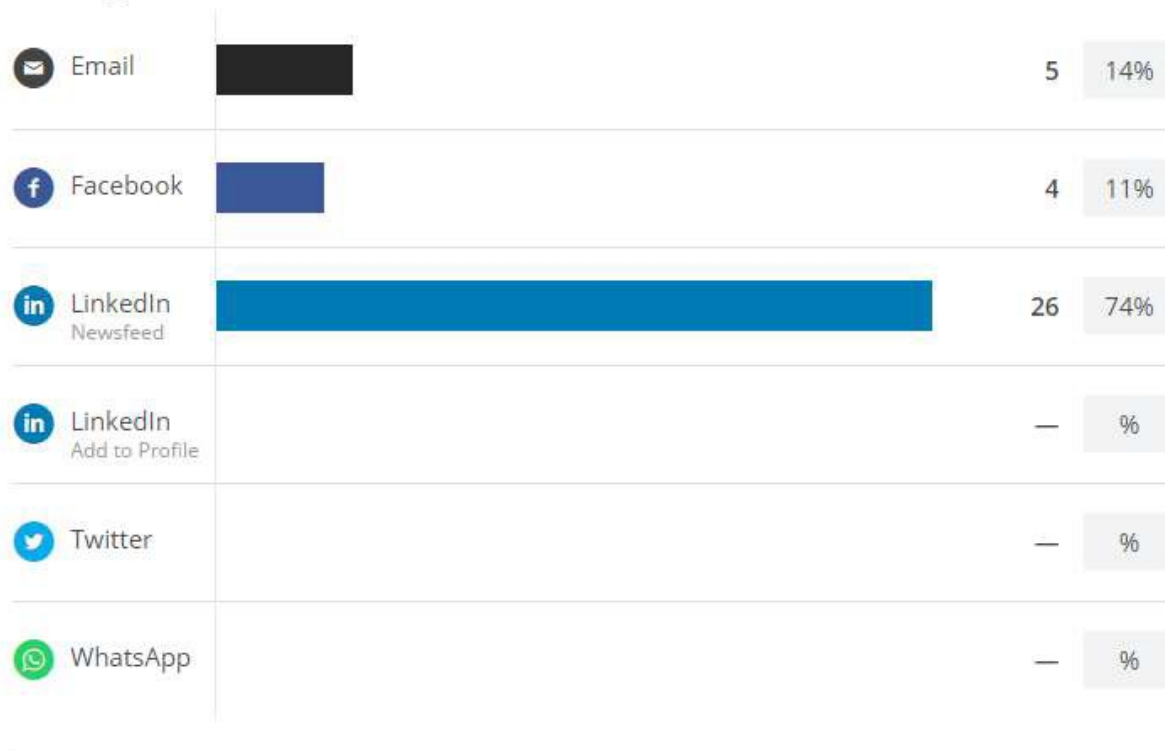


Keep learning.



Analyzing the Data

Sharing



35
Total shares

0.2
Avg. shares per
acceptance

6.5
Avg. views per share



Keep learning.



Survey of Grant Badge Earners

40% of respondents stated they worked harder to earn the digital badges

10% of respondents were asked about their digital badges within interviews

50% of the employers knew what a digital badge was



Grant Badge Earner Testimonial

“I am glad I worked hard to pass the class because besides passing the class, I earned a badge! It feels good to know that I accomplished something.”

“I think these badges are great!! I think they help students push themselves to excel and they allow employers to see how well the applicant did while in school.”

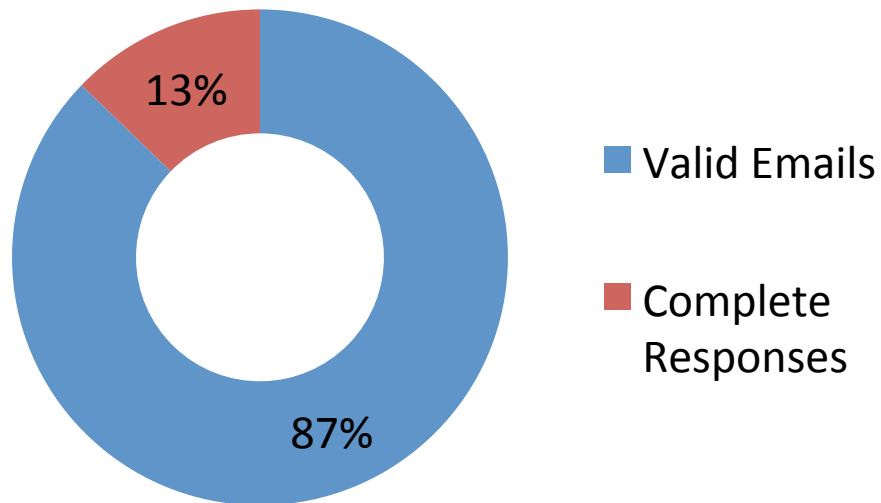


Keep learning.



Non-Credit Badge Earner Survey Results

- Survey sent to 1550 individual badge earner emails
- 53 emails bounced
- 31 individuals opted out of the survey

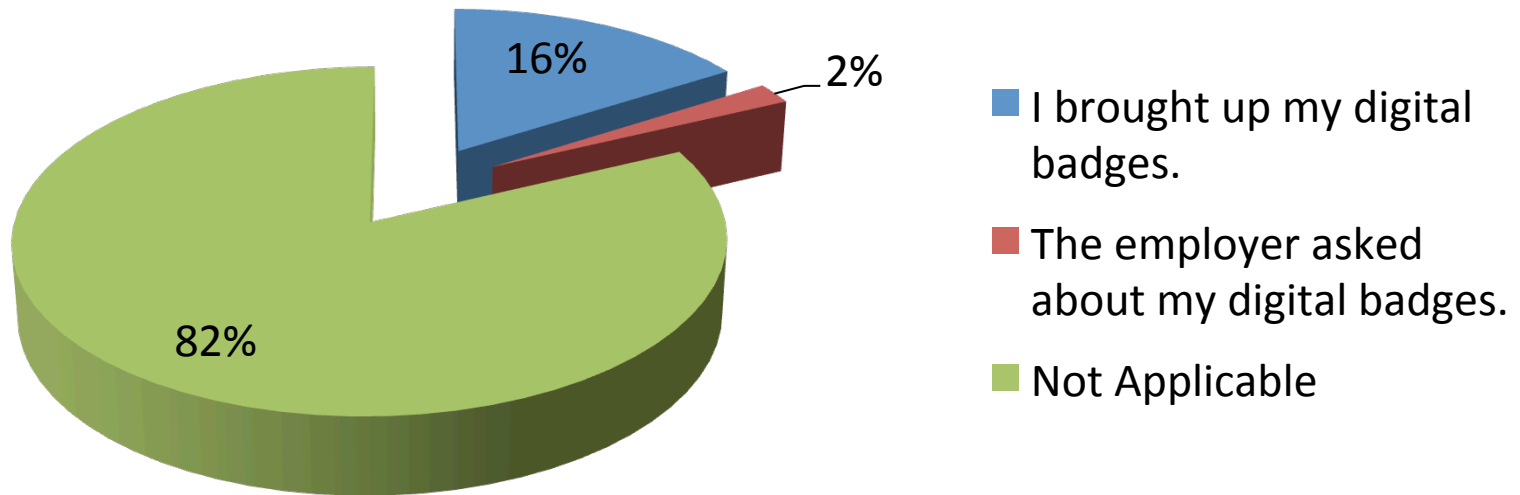


High-Level Overview

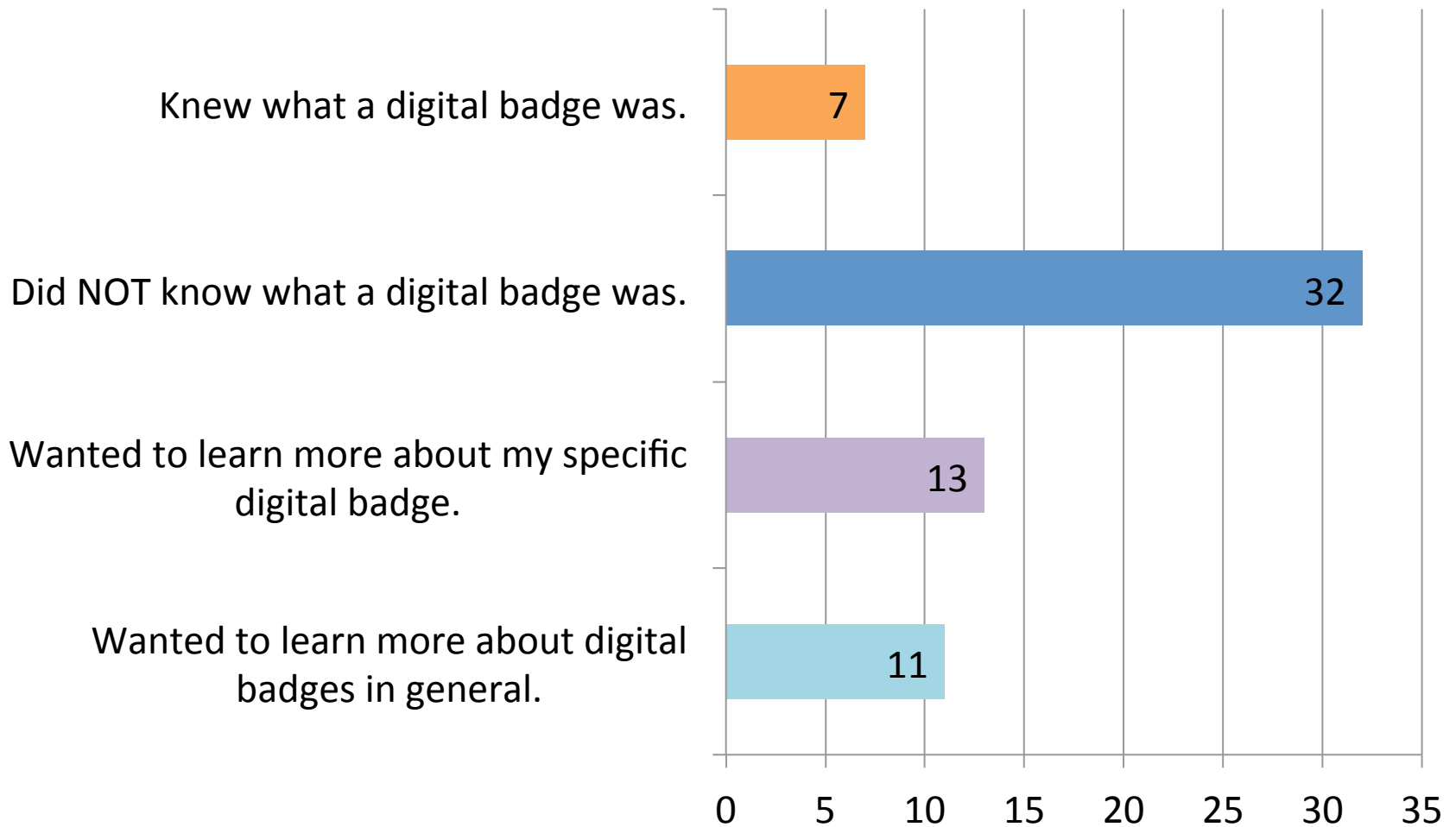
- 21% of respondents have not shared their digital badge(s)..*yet*
- 12% of those who have shared their digital badges have been asked about them
- 50% of respondents like, and place great value on their digital badges



If you have had a conversation with an employer about digital badges...



“The employer I spoke to digital badges...” (check all that apply)



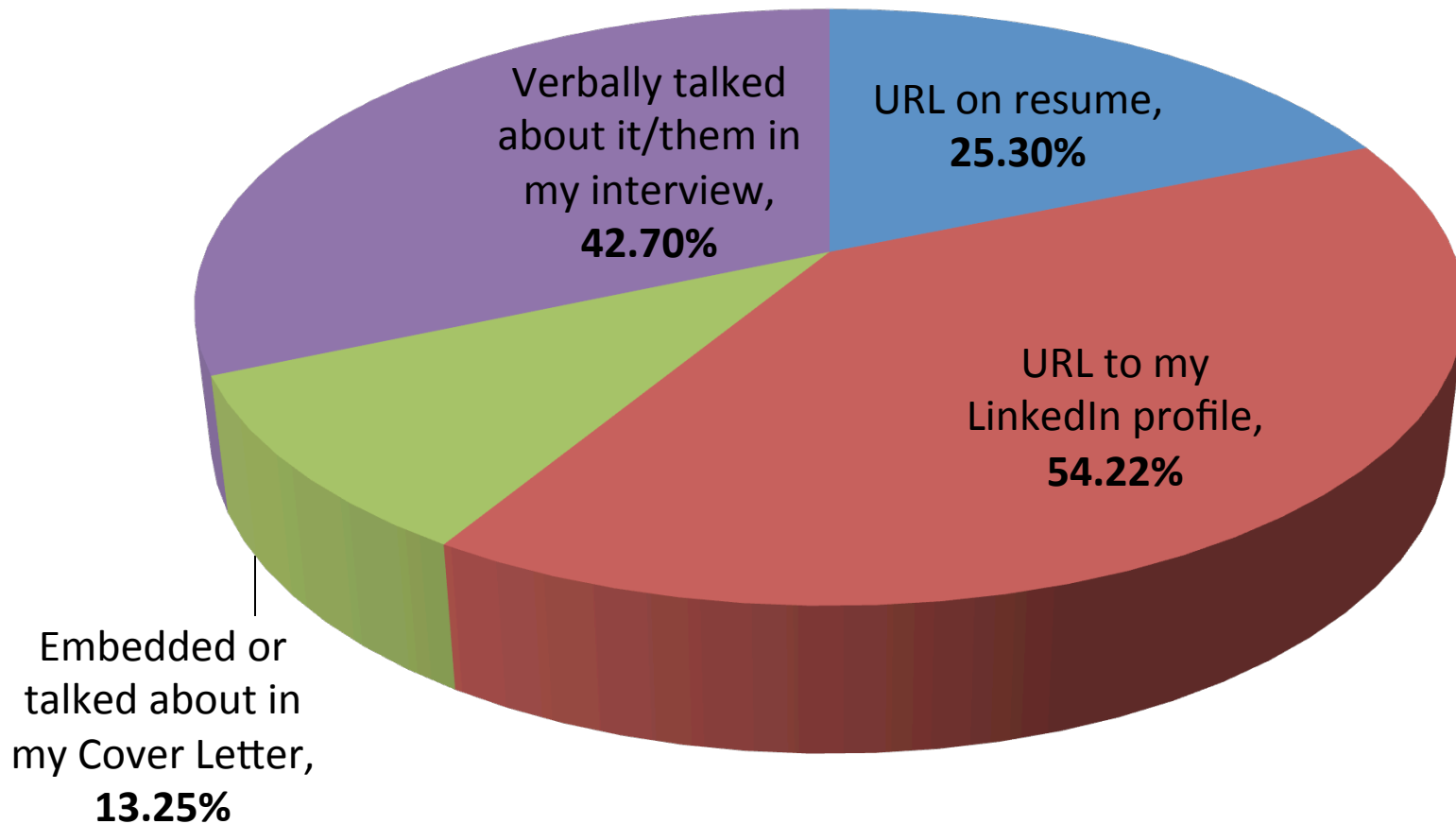
50% of those who have **NOT** shared their digital badges on social media said they did not understand how to, or that they could/should.



The other 50% did not want to, or do not utilize social media.



How did you create awareness about your digital badge(s) when applying for jobs? (check all that apply)



The biggest *perceived* barrier to digital badges is that employers do not know what they are or the value of them.



However...

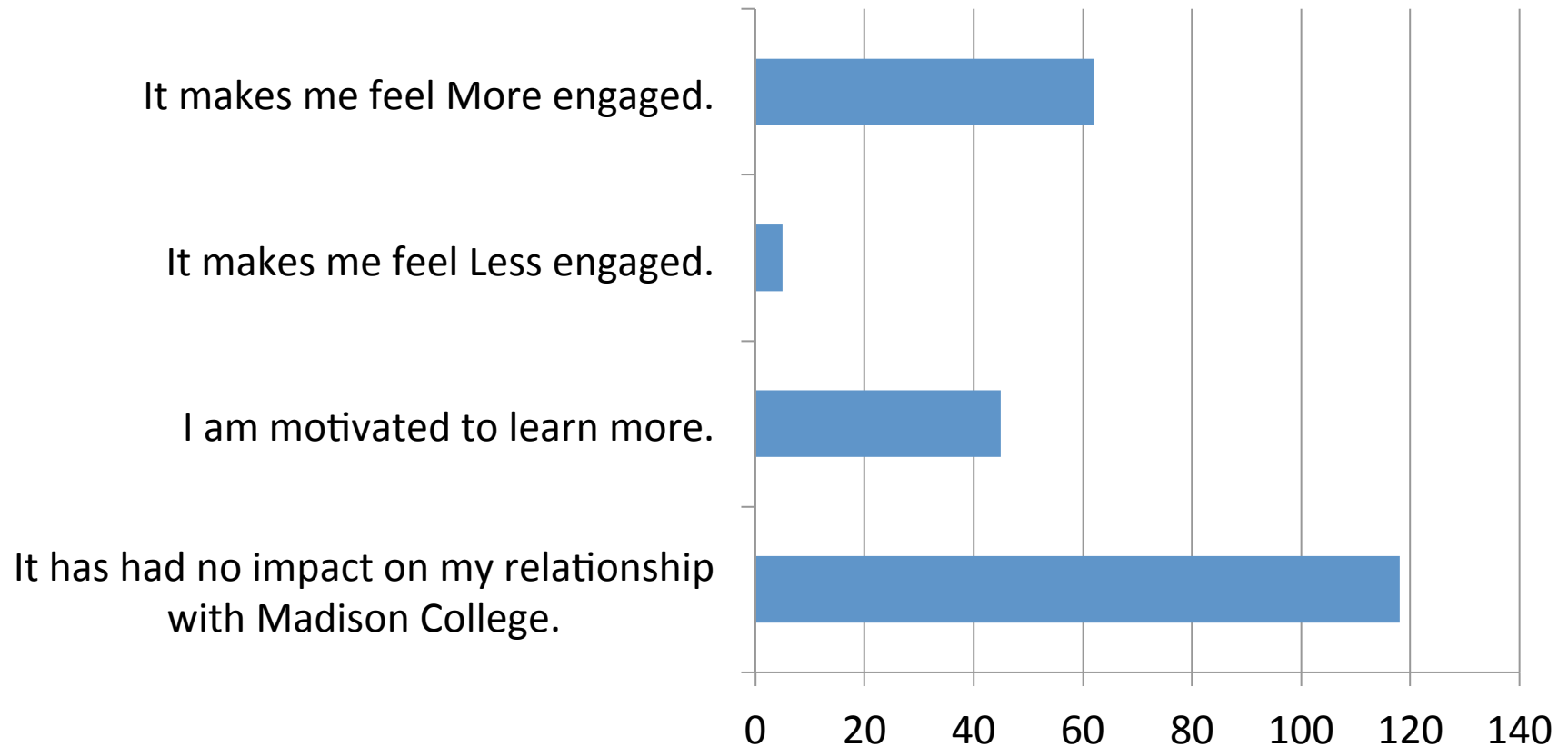
15% of respondents received positive feedback from employers about their digital badge(s)

1 individual
received a **job offer**
after an employer
verified the badge

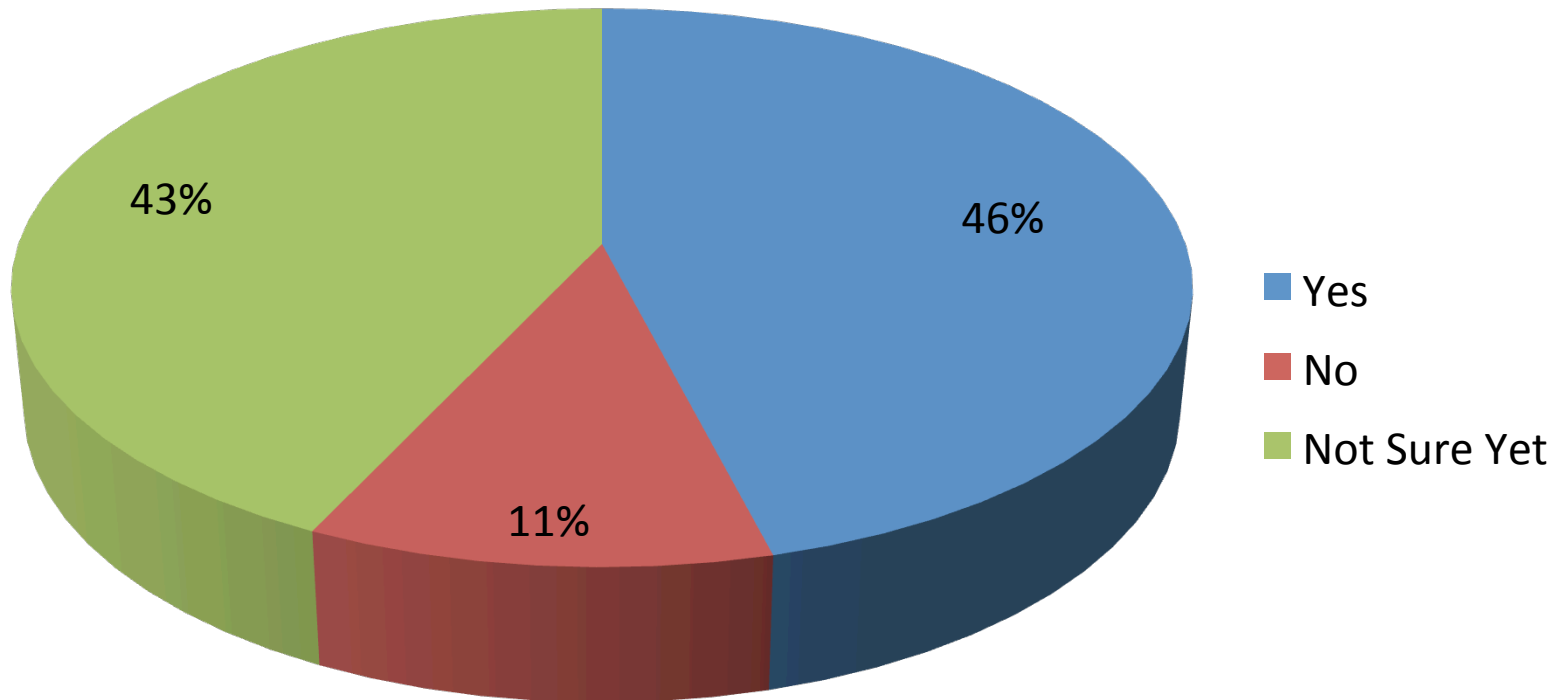
2 individuals
received job **promotions**
after digital badge
verification



How does earning your badge affect your relationship with Madison College, School of Professional and Continuing Education? (choose all that apply)



Would you recommend Madison College issue digital badges in other programs?



“I've had a lot more people reaching out to me on LinkedIn that are looking to fill positions.”

“The badge has encouraged my employer to take an active look into the programs that award them.”

“I actually like having a verified stamp of my skills - instead of me trying to promote what I know, there is actual verifiable proof that I learned these things that isn't just coming from me.”

“After posting my achievement on social media, some colleagues and friends shared congratulations. What surprised me was some even inquired further about what was involved in the course and seemed genuinely interested in my achievement and possibly looking into further education themselves.”

“Knowing I could receive a badge - proof I can display of my knowledge - gives added value to Madison College programs in comparison to other educational programs.”



What We're Learning

1. It's not always the same students earning the badges.
2. We're able to develop interest profiles on individual students.
3. Badges can help define interests within a broader degree program.
4. Employers can use these badges to help determine candidate paths to leadership possibilities.
5. Expiring badges and needed processes



What We're Learning

5. The Fortune 100 companies have readily adopted badges
 - IBM
 - Google
6. Badges have been slow to catch on with small and medium size companies
7. Initial meetings on a national badge awareness program



Educating Our Instructors

- An instructor digital badge “class” was created in Blackboard.
- Instructors earn their SPACE Instructor badge upon reviewing online module & successfully completing a quiz about digital badges.



Educating Our Students

- Instructors borrow modules from the Digital Badge Instructor Blackboard class.
- [Digital Badge Video](#)
- Camtasia “how-to” videos walk badge earners through Acclaim system.



Educating Our Students

- Modifying curriculum to include teaching students value of marketing themselves online (LinkedIn, etc...)
- Beginning and end of semester presentations to all program students



NONPROFIT LEADERSHIP

CERTIFIED NONPROFIT PROFESSIONAL CREDENTIAL (CNP)

Madison College School of Professional and Continuing Education offers this Certified Nonprofit Professional (CNP) credential in partnership with the Nonprofit Leadership Alliance. This national credential provides the skills, knowledge and career connections needed to launch or fast-track a nonprofit career. There are eight required courses and the credential can be completed in one year.

Required Courses

NOT ALL COURSES AVAILABLE EVERY SEMESTER

- Foundations and Management of the Nonprofit Sector
- Communication, Marketing and Public Relations
- Cultural Competency and Diversity
- Budgeting and Financial Management
- Fundraising and Resource Development
- Governance and Volunteer Management
- Designing Programs for Long-term Sustainability
- Nonprofit Trends and Innovation

For more information visit:

<http://madisoncollege.edu/certified-nonprofit-professional>

First priority for enrollment in the classes below will go to those who are pursuing our post-baccalaureate CNP certificate. To enroll, complete the required online approval form at <https://madisoncollege.edu/cnp-course-approval>

B CNP: Cultural Competency & Diversity

This course highlights the development of cultural competency preparation for professional practice in culturally diverse settings. Participants will learn: the role of culture, alternative views, and difference when advancing mission and engaging in nonprofit management practice; self-awareness to reduce the influence of personal biases and values when approaching and navigating encounters; dilemmas and challenges when working with diverse populations; and intercultural communication when working with diverse populations. Participants will take a personal assessment that will help identify their assets and learning needs related to intercultural communication and cultural competency. Textbook purchase required.

#34176 \$299 Online 9/25-11/13

B CNP: Budgeting and Financial Management

This course highlights budgeting, financial management, control and transparency in nonprofit organizations. Topics include: Mission-driven resource development and budgeting; components and procedures for various types of nonprofit budgeting; transparency and accountability as critical values in nonprofit organizations; fundamental principles and practice of nonprofit accounting and reporting; principles and standards for effective fiscal monitoring, control and compliance. Participants will develop a line-item budget for a nonprofit organization as an outcome of this class. Textbook purchase required.

B CNP: Fundraising & Resource Development

This course highlights structure and responsibilities of the development function within nonprofit organization. Participants will learn: methods and motivation for raising funds from traditional sources (individuals, corporations, foundations); emerging trends and innovations in financial resource development in nonprofit organizations, including the use of technology to meet fundraising goals; and the importance of creating a culture of philanthropy within an organization and the role the case for support plays in making that happen. Textbook purchase required.

B CNP: Designing Programs for Long-term Sustainability

This class highlights program design, implementation and evaluation strategies applicable to all nonprofit organizations. Topics include: the importance of needs assessment, asset identification and other research findings that identify authentic community need; mission-driven program design and outcomes (designing programs for impact); how to adequately allocate and advocate for resources (staffing, space, funding, etc.); basics of effective program design, including: program logistics, program marketing, staff mentoring, evaluation. Participants will create a logic model for a nonprofit organization as an outcome of this class. Textbook purchase required.

#34177 \$299 Online 10/30-12/4

Madison College School of Professional and Continuing Education offers a variety of professional development courses and that carry the Digital Badge distinction. This distinction will provide you with an ongoing connection to Madison College; it is your assurance that the professional development classes you have validated rigor, and we stand behind it! Your new skill is instantly verifiable and provides a reference point for your continuing education.

Because your badge is a digital credential, it can be shared and displayed across a variety of social media platforms, embedded in your email or easily included on your digital resume.

Check out our badged classes today and see if there is one that can help you chart your new course!

Visit: www.madisoncollege.edu/digitalbadges to learn more.

PROFESSIONAL SALES SERIES

Participants will learn effective sales strategies and practical applications to help them increase sales in:

B CNP: Fundraising & Resource Development

- Selling expensive items or selling more costly items and services

Required Courses

NOT ALL COURSES AVAILABLE EVERY SEMESTER

- Understanding Sales Strategies
- Defining Sales Markets
- Initial Sales Conversations
- Determining Prospect Needs
- Tapping Primary Buying Motives
- Closing the Sale & Follow-up

These courses may be taken toward certification.

See <http://madisoncollege.edu> for more information about the required classes.

Understanding Sales

This class focuses on individuals who want to understand themselves as buyers, their strengths, being versatile, the power of listening, and examining and approaches.

#33958 \$79 T 6:00-7:00
Madison College West

Throughout the semester, you will earn the **B** symbol.

Madison College School of Professional and Continuing Education offers a variety of professional development courses and certificates that carry the Digital Badge distinction. This distinction will provide you with an ongoing connection to Madison College; it is also your assurance that the professional development classes you've taken have validated rigor, and we stand behind it! Your new skill is instantly verifiable and provides a reference point for your continuing education.

Because your badge is a digital credential, it can be shared and displayed across a variety of social media platforms, embedded in your email or easily included on your digital resume.

Throughout this class schedule, look for courses that have the **B** symbol.

Check out our badged classes today and see if there is one that can help you chart your new course!

Visit: www.madisoncollege.edu/digitalbadges to learn more.

Fees listed are estimates based on information available at time of printing and may be subject to change.

B Indicates Badge Class



Next Steps

- Credential Engine pilot site
- Credential Engine Higher Education Advisory Board member
- IMS Global badging work groups



Credential Engine Registry



Discover Credentials
Powered by Credential Registry
Prototype Phase

Search + Add New 👤 My Account

Certified Nonprofit Professional Credential

Madison Area Technical College
Certification

Compare
Edit

Basic Info

Connect to this Credential

About this Credential

Offered in partnership with the Nonprofit Leadership Alliance. This national credential provides the skills, knowledge and career connections needed to launch or fast-track a nonprofit career.

Estimated Time to Earn

Estimated: 1 year

Offered completely online, all eight (8) courses can be completed within 1 year. However challenge exams can be taken to fast-track, or individuals may choose to lengthen their studies.

Credential Type

Certification

Audience Levels

Postsecondary Level
Associates Degree Level
Bachelors Degree Level
Masters Degree Level

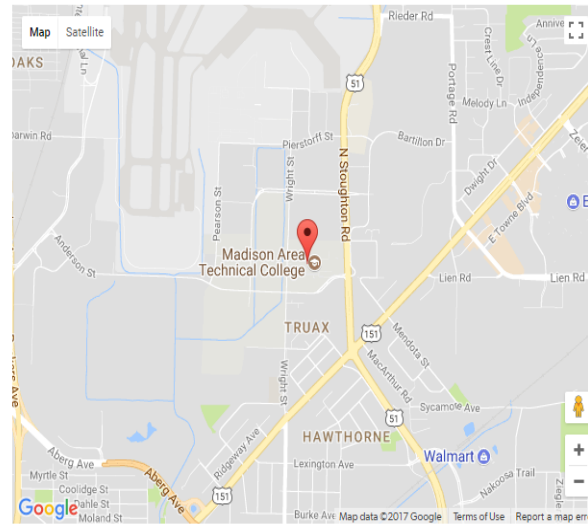
Subjects

Nonprofit
Nonprofit Leadership
Nonprofit Management

Location Info

Available Online

Location Listing



1701 Wright St., Madison, WI 53704, United States

More Info

Connections

8 Included Credentials

Quality Assurance

1 Owner's Quality Assurance

3 Quality Assurance Received

Requirements and Recommendations

1 Requirements

Estimated Costs

4 Direct Estimated Costs

1 Financial Assistance

Registry Info

Registry Info

0 Credentials 0 Organizations 0 Assessments 0 Learning Opportunities Toggle Details Compare Selected



Questions?

kradionoff@madisoncollege.edu

www.linkedin.com/in/kradionoff [Slideshare/kradionoff](#)

+1-608-258-2309



Keep learning.

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