






Authorization Information

Element	Required?	Authorization Information
Authorizing Unit	Required	<ul style="list-style-type: none"> Department, Unit, Program Point of Contact Name, Title Dean/Director Level Approval
Approval Criteria	Required	<p>Approval Process</p> <ul style="list-style-type: none"> What was the process to approve the badge? (your Academic Unit/College, University Life, Provost's Office, or CPE) Who was involved? What evidence was used to identify need/demand for the badge?
Badge Attestations	Required	<p>Yes/No</p> <ul style="list-style-type: none"> Have you ensured there are no other existing badges relating to this subject area? Has CPE confirmed the proposed badge does not overlap with existing badges? Has the instructor(s) for this badge experience approved by the "authorizing unit?" Is there a contact hour minimum? Is an assessment required? Does this badge provide a benefit for current or future employment? Y/N
Badge Type	Required	<ul style="list-style-type: none"> Student Credit, Student Non-Credit, or Faculty/Staff Professional Development If student, was badge received while degree seeking, or non-degree-seeking? Is there a Co-Sponsor? Please provide the co-sponsor logo

Issuance Information

Element	Required?	Issuance Information
Badge Title	Required	Must be a name not already in use. Consider naming conventions across your program when naming your badges. 50-character max
Description	Required	Describe the badge. This is a short and concise description of the achievement. Ideally, this field should answer the question, "What is this individual capable of now that they have this badge?" 500 character max
URL	Required	The badge must link to a program or department URL/webpage. The page should give additional information about the badge or contextual information about the unit/department. The page should be a public-facing URL (not behind a login).
Earning Criteria	1 Required	Describe the activity the earner needed to complete to earn the badge. The activities are associated with icons for: application, assessment, badge, course, credential education experience, member, participant, payment, portfolio, presenter, project, professional experience, schedule/registration, volunteer, or other.
Skills Tags	1 Required	Our badging system allows Mason to connect/link to badge to skills contained in a Skills Library (maintained by a labor market data company called Talent Neuron).
Badge Attributes/Search Terms	Optional	<p>You may select a set of attributes for the badge that allows someone to search from a library of Mason badges. These filters include:</p> <ul style="list-style-type: none"> Type: Experience; Learning; Validation; Certification Level: Foundational; Intermediate; Advanced Time: Hours; Days; Weeks; Months; Years Cost: Free; Paid
Industry Standards	Optional	The Standards field supports multiple entries that indicate alignment to 3rd party standards related to this achievement.
Recommendation to Prospect	Optional	<p>The Badge can direct a learner to other related badges with phrasing like "you might also be interested in"</p> <ul style="list-style-type: none"> Is this badge associated with other badges you offer?

Badge Types, Designs, and Style Guidelines

Badge Types	Definition	Examples	Logos & Co-sponsorships	Badge Design Examples	
Student Non-Credit	A non-credit badge issued for an non-credited experience	Professional certifications, trainings, extracurricular experiences, other non-credited experiences	<ul style="list-style-type: none"> • Mason Logo • CPE Logo (if sponsored by CPE) • Co-sponsor logo included for industry recognized brand 	Degree Seeking* 	Non-Degree Seeking 
Student Credit	A credit-bearing badge issued for a credited experience	Curricular, Co-curricular, or other experience based credited learning experiences	<ul style="list-style-type: none"> • Mason Logo • Co-sponsor logo included for industry recognized brand 	Degree Seeking* 	Non-Degree Seeking 
Faculty/Staff Professional Development	A badge issued for a professional development activity or experience	Professional certifications and trainings	<ul style="list-style-type: none"> • Mason Logo • Co-sponsor logo included for industry recognized brands 		

*Degree seeking badges are earned as part of/ while in pursuit of a degree program (undergraduate, graduate, or SCHEV approved certificate)

Digital Badge Pricing

The following pricing schedule has been established for badge issuance. A Purchase Order (PO) will be circulated according to services requested. Once the finalized list of badge earners has been provided to CPE, the Academic Unit will be invoiced for the appropriate fee according to the actual number of badges issued.

For Mason Units partnering with CPE for the delivery of any services related to the micro-credential, pricing will be included in accordance with the Memorandum of Understanding.

Feature	Pricing
Set-Up Fee (one time) <ul style="list-style-type: none">• Consultation• Design• Template creation in Acclaim• Publishing• Setup for issuance	<i>*See pricing information</i>
Badge Issuance Fee	Up to 25 badges Up to 75 badges Up to 150 badges More than 150 badges: <i>Requires MOU</i>

All badge requests will be routed to CPE for review and approval. Please allow 7 business days for processing. A draft badge template and design will be provided to the point of contact before publishing.

**A Mason Digital Credentials Advisory Group may be developed to review badge development on an annual basis to determine which badges are underutilized and may need to be archived. Earners for any archived badges will always retain their ability to share their badge.*