Digital Badge Authorization Proposal and Issuance Information

The Digital Badge Authorization and Issuance form should be submitted to the Continuing and Professional Education (CPE) unit prior to issuance of badges.

For an overview of the requirements for this information collection, please review the Badge Elements.

Definition: Micro-credentials, are an institutional acknowledgments of academic or professional work that result in professional skill attainment, but are not directly awarded (or necessarily connected to) university credit. Micro-credentials can identify accomplishments in non-credit offerings of the university. They complement classes, certificates, and degrees and do not replace them. At George Mason University, we are awarding recognition of micro-credentials in the form of digital badges.

Requirements: All college/school, department, and program micro-credentials/badges must be approved by the Department Director or Dean. Micro-credentials must adhere to institutional branding practices and must follow the established badging taxonomy. Micro-credentials must be awarded by the institutionally approved unit (Continuing and Professional Education) and must be issued using the institutionally approved platform (currently Credly via Destiny One). Digital badges must contain a distinct set of 1-3 skills/competencies/learning outcomes, contain specific earning criteria that includes deliverables or assignments associated with the course, and consist of a minimum of 15 contact hours for a **training and service credential** and a minimum of 60 contact hours for a **professional certificate**.

Badge Authorization

Authorizing Unit

Department/unit/organization name

Point of contact name

Point of contact title

Point of contact email

Dean or Director name

I attest that approval to issue this badge was received by the authorizing unit's Dean or Director

Approval Criteria

Please briefly address the following questions. A long narrative is not required, but we do need evidence to demonstrate that an intentional process was followed to proceed.

1. What was the process used within your academic unit/college/department **to approve** the badge?

2. Who was involved in approving the badge?

3. What evidence was used to **identify need/demand** for the badge?

Please attest to the following statements regarding your badge:

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 been 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?

Is this badge co-sponsored* with another organization, association, or unit?
*if you would like an industry recognized logo included in your design, please email the logo to micros@gmu.edu

 What is the organization, program or department URL you would like this badge linked to?

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	• 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	• 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	• 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)

What type of badge will you be issuing? (Choose 1)

Student Non-Credit, Non-Degree Seeking	Student Non-Credit, Degree Seeking
Student Credit, Non-Degree Seeking	Student Credit, Degree Seeking
Faculty/Staff Professional Development	

To view examples of all active badges at Mason, please click here *(external link). To view the elements of the badge (visual example within PDF), please click* here*.*

Badge Title:

Must be a name not already in use, 50-character max. Consider naming conventions across your program when naming your badges.

Badge Description:

*500 characters maximum

- 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?"
- Try to avoid statements that highlight what it takes to earn the badge, rather focus on what someone is capable of after they earn it
- Try to avoid canned marketing language, like advertisements enticing people to take a course
- Articulating the things someone is capable of doing now that they've earned the badge will make the badge more meaningful to someone unfamiliar with the course or learning activity you are badging
- Focus less on topics covered, and more about what they mean for learners and the employers and others with whom they will share the badge

  Example: Earners of the Microsoft Excel Specialist 2013 badge have a fundamental understanding of the Excel environment and the ability to complete tasks independently. They know and demonstrated the correct application of the principal features of Excel 2013. These candidates are able to create and edit a workbook with multiple sheets for a variety of purposes and situations.

Earning Criteria:
*Min 1 Required

Define the criteria by selecting the activities the earner was required to complete to earn this badge. Each criteria appears as icons, and there are 16 criteria types:

Application: Submitting or agreeing to a form, like applications for membership or agreement to conduct policies

Assessment: Passing a formal assessment or exam

Member: Obtaining or maintaining membership with a professional organization

Credential: Earning a recognized professional or industrial credential (not academic)

Course: Completing relevant coursework in a formal classroom environment or self-study education

Education Experience: Representing a diverse or significant educational experiences or event, such as graduating from a program

Badge: Referencing another badge that has already been published on the Acclaim platform, such as an entry-level designation that is a criterion for a higher-level designation

Other: Embodying any criteria type that may not be explicitly represented in the other types

Participant: Participating in various events, such as conferences, summits, professional events, and more

Project: Creating or contributing to a significant individual or group project, such as a capstone project

Payment: Submitting one-time or regular payment for organization, assessment, or membership fees

Professional Experience: Representing duration of professional experience or specific types of experiences, such as internships

Portfolio: Preparing and maintaining a current portfolio of professional submissions

Schedule / Registration: Scheduling or registering for key events that relate to the badge

Presenter: Presenting at a conference, webinar, or other key event for a field or organization

Volunteer: Participating in volunteer events

Please check the criteria you would like included, add a description of the activity. You may include a URL, if applicable.

Application	Assessment	Member	Credential
Course	Education/Experience	Badge	Other
Participant	Project	Payment	Professional Experience
Portfolio	Schedule/Registration	Presenter	Volunteer

Skills Tags:
*Min 3 Required

Our badging system allows Mason to connect to badge to skills contained in a Skills Library (maintained by a labor market data company called Talent Neuron). You need to identify at least 3 skills for your badge, but you may include more. Separate each skill with a comma. Each skill should be 1-3 words and they should be specific to the industry/designation.

Optional Badge Information

Badge Attributes – You may choose 1 from each category

Achievement Type:

Experience	**Learning**	**Validation**	**Certification**
Not Measured Unstructured Passive Learning	Not Measured Structured Learning	Measured and Validated Learning	Industry Recognized or Validated Achievement
Events/Conferences Participation Membership Volunteering Recognition Projects Hackathons	Self-Led Learning Soft Skills Professionalism Competencies Product Knowledge	Learning + Assessments Portfolio/Evidence SME Reviews / Peer Review Certificate Programs	Credentials Industry Certifications License

Mastery Level:

Foundational	**Intermediate**	**Advanced**
Associate Beginner Foundations Fundamentals Level 1	Professional Intermediate Proficient Level 2	Specialist Master Mentor Expert Level 3

Time Commitment: ## Total Leaning Hours:

Hours — Example: Expected Completion 4 hours

Days — Example: 2 day course

Weeks — Example: Multi-week webinar series

Months — Example: Multi-month professional development program

Years — Examples: 1 year program 2 years of professional experience

Cost:

Free
Available at no cost to the earners

Free training course
Free webinar
Free MOOC

Paid
Cost to the earner to complete the requirements

Training Course Registration
Exam Registration

Industry Standards:

The standards field supports multiple entries that indicate alignment to 3rd party standards related to this achievement. This can be used to indicate adherence to ISO/ANSI standards, educational standards, company policies and standards, institutional commitments or value statements.

Recommendations:

Recommendations (optional) – appears as a next step that's specific to earners of this badge. A recommendation can be either another badge in your program (if they're sequential or closely related), or a URL to an external website that provides a next step for these earners.

Issuance Information and 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) • Consultation • Design • Template creation in Credly • Publishing • Setup for issuance	*$300 one-time setup fee* ***See Pricing information***
Badge Issuance Fee	*$11.50 per badge* *Invoice sent to department when badges issued*

Estimated Number of Badges Expected to be Issued:

Review and Submit

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.

Signature of POC:

Click yellow box to submit or save form & email to micros@gmu.edu

Acclaim by Credly

Badge Elements

Badge Design

Foundations of Technical Writing

Optional

Type: Experience
────────
Level: Foundational
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Time: Hours
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Cost: Free

Additional Details

Dept or Program URL Required

Industry Standards Optional

Test badge   **Badge Title**

Issued by **George Mason University**

Badge Description

Upon completion of eight required courses, earners will have demonstrated foundational knowledge of human resource management and principles and will be prepared to provide value to an organization. They will be knowledgeable about the latest programs, techniques and incentives available to Human Resource professionals and have the ability to immediately implement this knowledge in the workplace. (500 character max)

Skills tags
1 Required

Skills

| 2D & 3D Design | Advanced Project Management | CAD Software | Customer Connectivity |

| Design And Drafting | Digital Skills |

Activities completed to earn the badge
1 Required

Earning Criteria

📄 Describe application activity the earner completed to earn this badge. You can add more than one of each activity type. Activity types contain different icons. You can add a URL to each activity. 500 characters max

☑ Describe assessment activity the earner completed to earn this badge. You can add more than one of each activity type. Activity types contain different icons. You can add a URL to each activity.

◎ Data Analytics

Standards

Industry Recognized Standard

Alignment to 3rd party standards related to this achievement. This can be used to indicate adherence to ISO/ANSI standards, educational standards, company policies and standards, institutional commitments or value statements. Multiple entries possible. 500 character max. You can add a URL.