



**itcc**

IT CERTIFICATION COUNCIL

# WHAT'S IN A BADGE?

AN IT CERTIFICATION DOCUMENT  
FOR MEMBERS ONLY



## How can digital badges help me find qualified candidates?

A few years ago, digital badges (badges) started popping up and people weren't really sure what to think of them. Today, thousands of organizations across the world issue badges, from non-profits to major employers and educational institutions at every level. But, what does a badge represent? The answer is that not all badges are created equally. Badges can be used to represent all types of accomplishments – obtaining a certification, completing a training curriculum, or attending a conference or webinar. So, how do you know what the individual did to earn the badge? It's very simple: click the badge and see!

Digital badges contain detailed metadata about achievements such as who earned them, who issued them, the criteria required, and in many cases even the evidence and demonstrations of the relevant skills. Most badge issuers follow the Open Badge Standard, defined by IMS Global: <https://www.imsglobal.org/>.

### A digital badge will link to an evidence page like this:

The screenshot shows a digital badge evidence page for Michael Jefferson. At the top left is a profile picture of Michael Jefferson with social media icons for LinkedIn, Twitter, and Facebook. The badge icon is a blue shield with a white star. The badge title is "Certification". The description states: "Certification is conferred on an individual who has proven capabilities in problem solving, building solutions and identifying opportunities for increased efficiencies." The metadata includes: ISSUED BY: ACCLAIM; ISSUED TO: Michael Jefferson; ISSUED ON: 01 Dec 2012; EXPIRES ON: 01 Dec 2015. The skills listed are Problem Solving, Innovation, and Persistence. A green box indicates the badge is "Verified!" with a link to "Learn more about this". The requirements to earn the badge are: Complete an application form and Pass the Certification exam. A link for "View additional information" is provided.

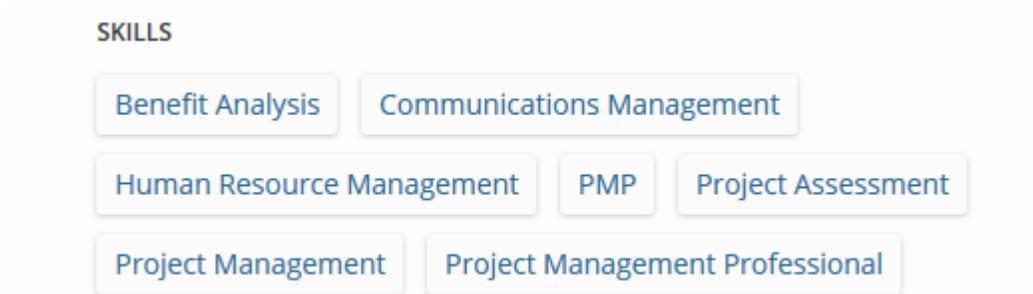
**Key**

<b>Badge basics:</b>	<b>Badge Issue:</b>	<b>Verified:</b>
<ul style="list-style-type: none"> <li>Name of the badge</li> <li>Description of the badge</li> <li>Icon for the badge</li> </ul>	<ul style="list-style-type: none"> <li>Who issued the badge</li> <li>Who earned the badge</li> <li>When the badge was earned</li> <li>When the badge expires</li> </ul>	<ul style="list-style-type: none"> <li>Content can be trusted</li> </ul>

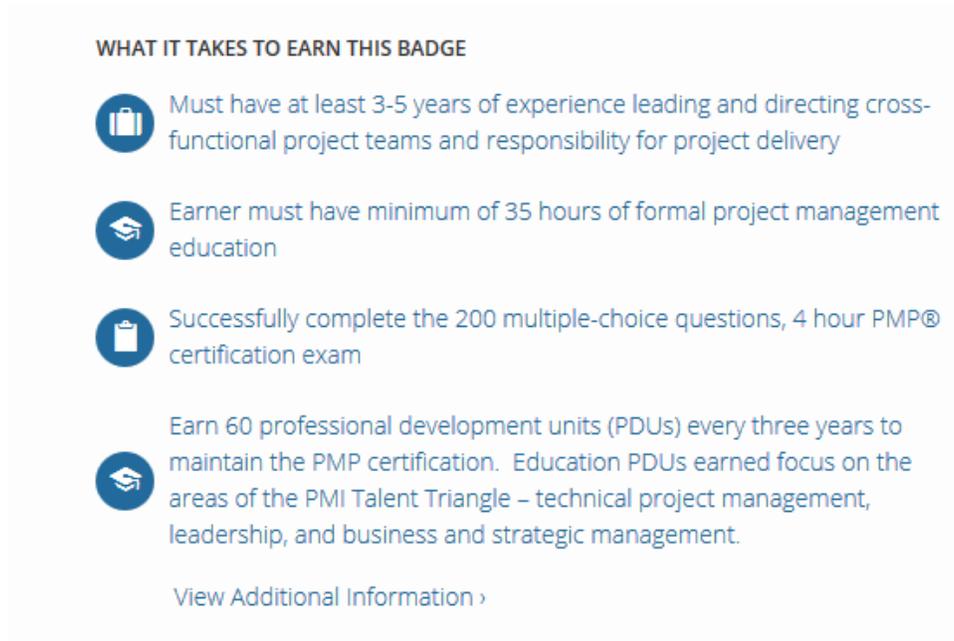
The image above shows a description of what the individual needed to do in order to earn the badge. It also shows who issued the badge, to whom it was issued, when it was issued and if it will expire. It also shows that the badge has been verified, which means the content contained within can be trusted.



The image below shows a list of all of the skills that were required for the individual to earn the badge. These skills are represented as metadata and can be used for searching for specific skills on digital platforms like LinkedIn and Twitter.



Most badges will also list and potentially link to the specific activities required to earn the badge:



A badge profile may also include next steps, links to standards, or evidence.

Badges are an important signal to employers and higher education institutions. They provide consistent, verified information that can be used to inform hiring, project staffing, and admittance decisions. They are also a valuable portable asset that can be used by professionals throughout their careers.

Badges aren't just pretty pictures. They actually make it a lot easier for someone to evaluate a credential being claimed by an individual. Just a single click takes you to a rich, independently verified summary of relevant data about the credential.



The IT Certification Council (ITCC) is a nonprofit organization committed to growing and promoting professional IT certifications. Its core purpose is to support the industry and their member companies by marketing the value of certification, promoting exam security, furthering innovation, and establishing and sharing industry best practices.

Founded in 2007, ITCC is a community of 40 of the most respected companies in the IT certification industry. Members have access to exclusive resources, collaborate with industry leaders, and engage in task forces working on initiatives to benefit the certification industry. Learn more at [itcertcouncil.org](https://itcertcouncil.org).