

Image: 'Carlos Alazraqui @ Hollywood Improv'  
<http://www.flickr.com/photos/28786498@N00/2107816473>

So, didja  
hear the one  
about the  
Girl Scout  
sash, NASA,  
backwards  
design, and  
a badger?



Today's Slides:

[http://  
blog.schoollibrarymonthly.com](http://blog.schoollibrarymonthly.com)

Image: 'I wanted all of them.'  
<http://www.flickr.com/photos/77343377@N00/3708775178>

# Badging to Motivate and Track PD

Kristin Fontichiaro  
TASLA - June 13, 3-4pm

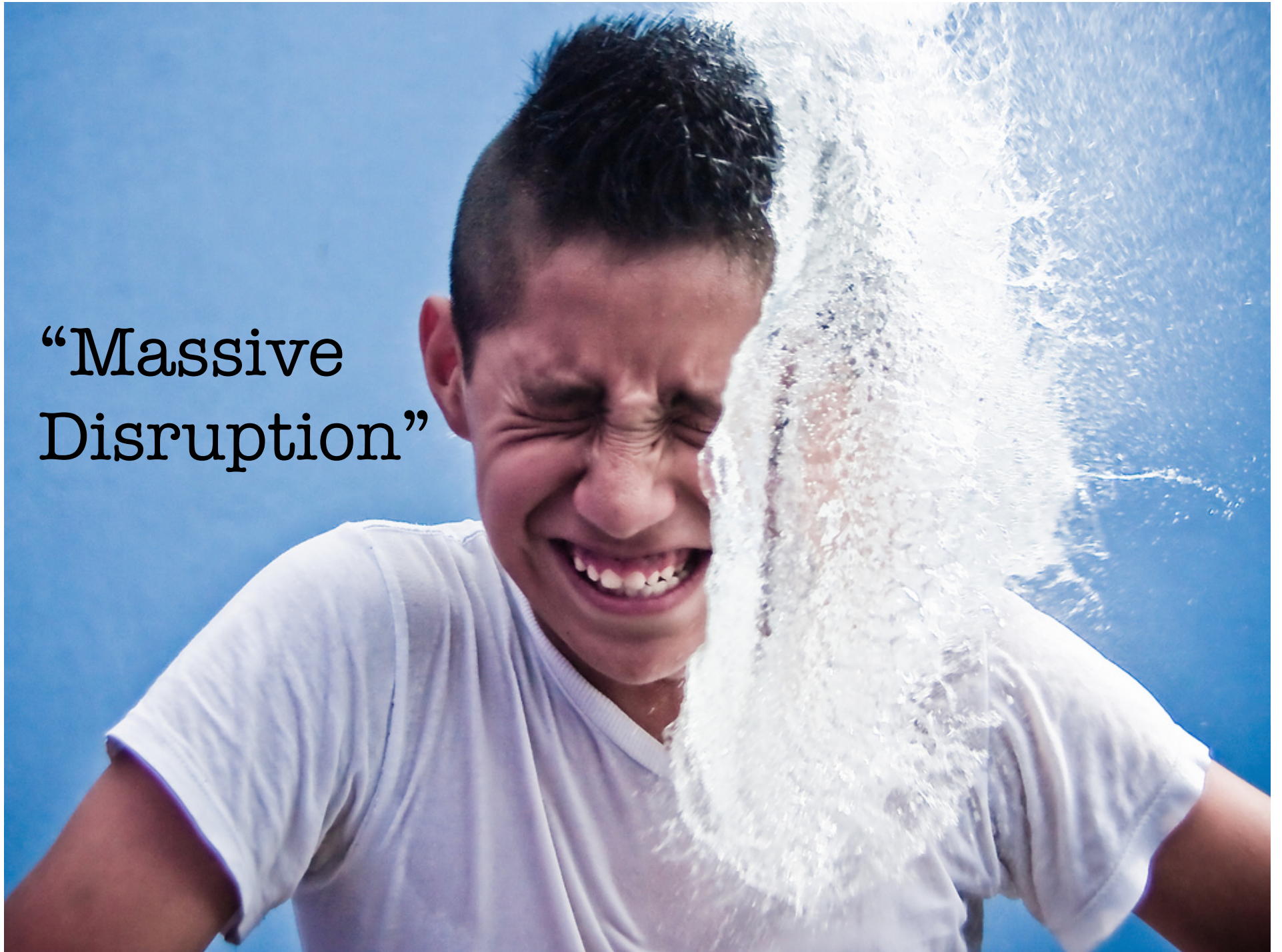


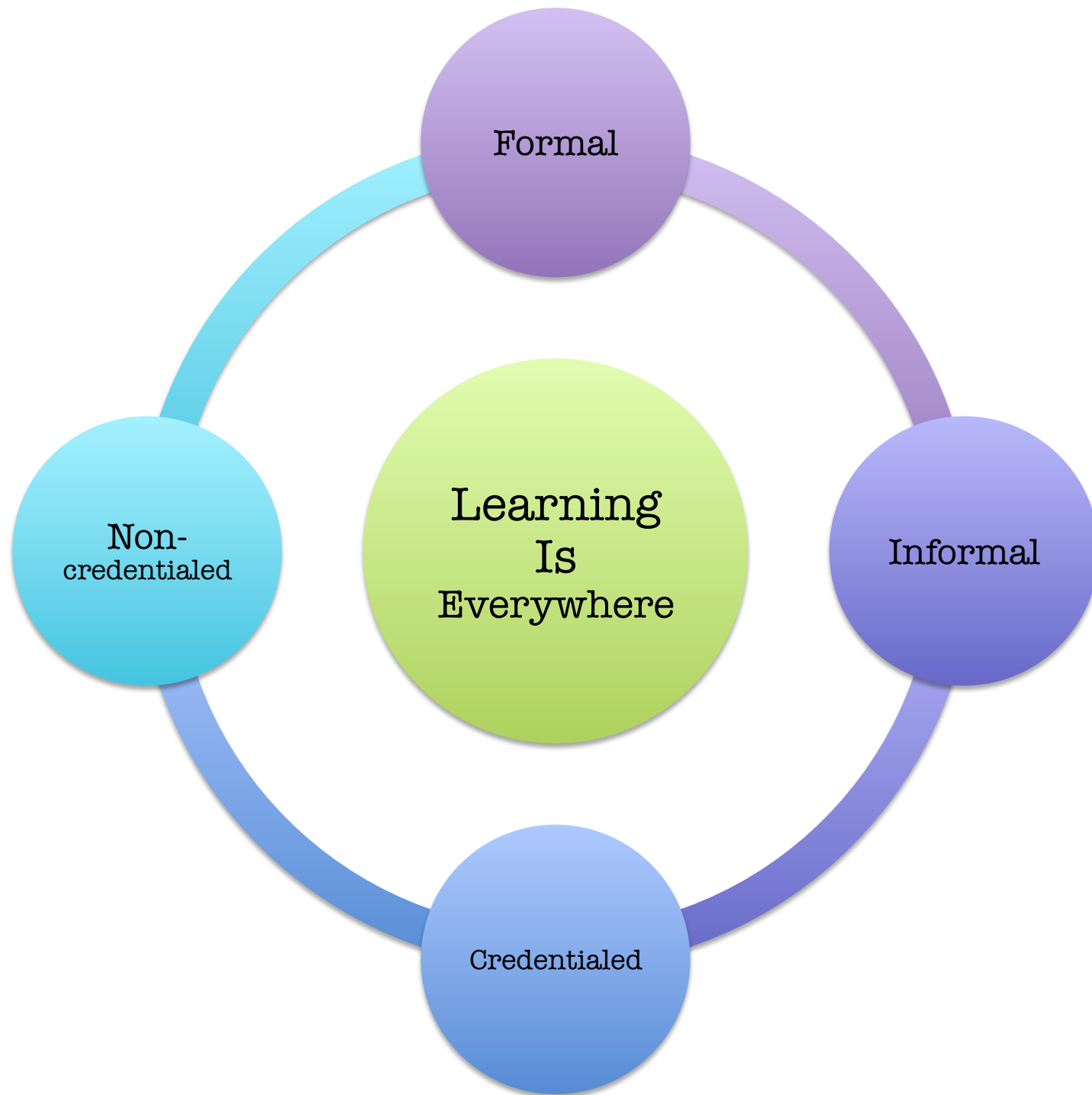
Image: 'Binoculars portrait (dscn4659\_mod\_vign\_sm)'  
<http://www.flickr.com/photos/12033805@N00/311989160/>



Find the slides here:  
[blog.schoollibrarymonthly.com](http://blog.schoollibrarymonthly.com)

“Massive  
Disruption”





How do people showcase skills beyond a resume, transcript, or CV?



How do they mark their growth when they're *not* job-hunting but still need to be accountable for their development?



0-5778-1M0

[http://2.bp.blogspot.com/-TsG5Y5c6DhI/T6Gne\\_L0Mol/AAAAAAAAAME/6x\\_78G1qYF0/s1600/Vintage+Librarian.jpg](http://2.bp.blogspot.com/-TsG5Y5c6DhI/T6Gne_L0Mol/AAAAAAAAAME/6x_78G1qYF0/s1600/Vintage+Librarian.jpg)



*Continuing Professional  
Education Credits only  
measure whether or not  
you show up.*

*And no offense, but  
they don't have a great  
rep, either.*

# MacArthur Foundation

- A badge is ... “a validated indicator of accomplishment, skill, quality or interest” (<http://dmlcompetition.net/Competition/4/badges-about.php>)



# OpenBadges

mozilla

Making it easy to issue, display and manage badges across the web

## Learning today happens everywhere

But it's often difficult to get recognition for skills and achievements gained outside of school. Mozilla's Open Badges project is working to solve that problem, making it easy to issue, earn and display badges across the web. **The result:** recognizing 21st century skills, unlocking career and educational opportunities, and helping learners everywhere level up in their life and work.

## Get recognition for new skills and achievements

The web and other new learning spaces provide exciting ways to gain skills and experience -- from online courses, learning networks and mentorship to peer learning, volunteering and after-school programs. Badges provide a way for learners to get recognition for these skills, and display them to potential employers, schools, colleagues and their community.

## Through a simple framework that's open to all

Using Mozilla's Open Badges infrastructure, any organization or community can issue badges backed by their own seal of approval. Learners can then collect badges from different sources and display them across the web -- on their resume, web site, social networking profiles, job sites or just about anywhere.

## Unlocking new career and learning opportunities

By displaying skills and achievements that traditional degrees and transcripts often leave out, badges can lead to jobs, community recognition, and new learning opportunities. To learn more or get started, visit [www.openbadges.org](http://www.openbadges.org)



"Badges" can provide visual representations of 21st century skills and achievements.



Mozilla's "Badge Backpack" (above) will make it easy for learners to collect badges earned from multiple sources and display them across the web.

- 1 Earn badges.** Get credit for learning outside of school, on the web, or from work and life experience.
- 2 Collect and display your badges** on your resume, web site, social networking profiles and job sites.
- 3 Unlock new career and learning opportunities.** Show a more complete picture of your skills and achievements to the world.



Work experience



Free online courses



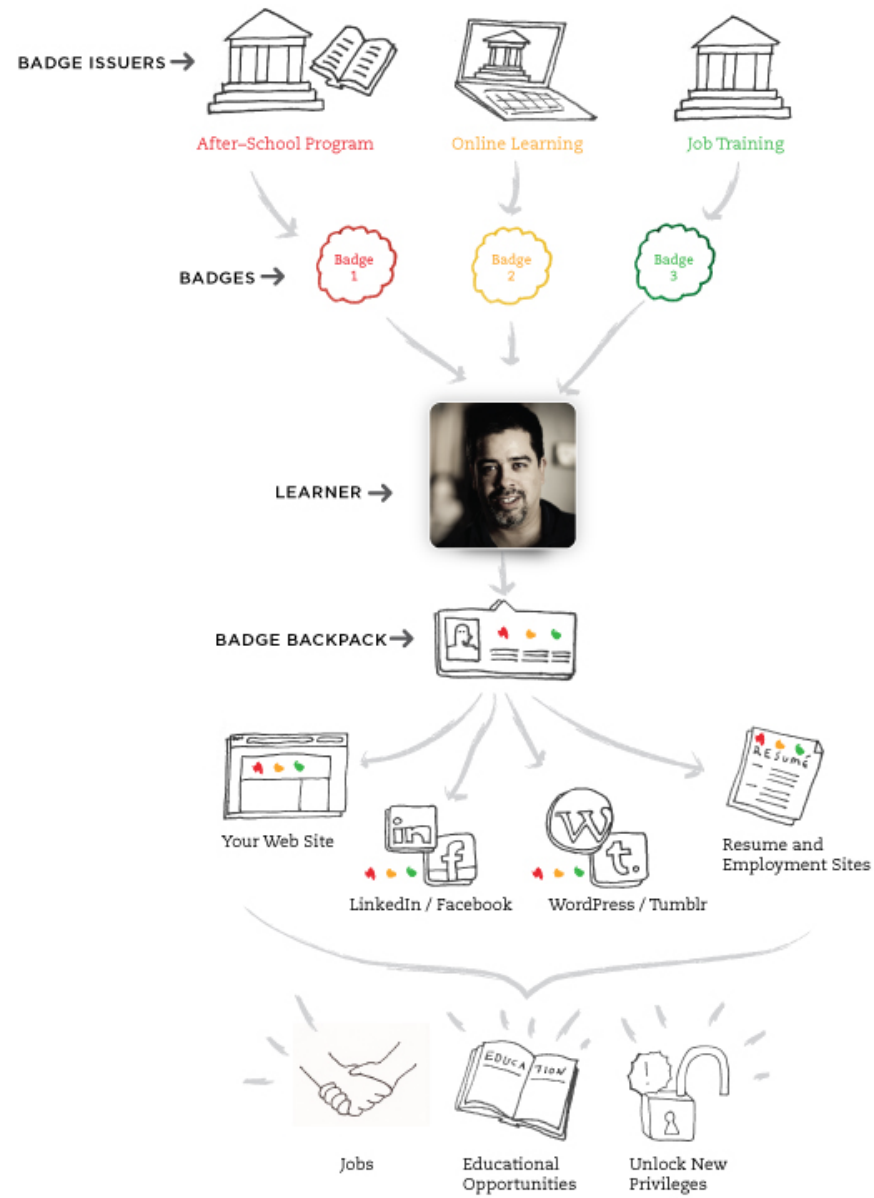
Peer mentoring



Open Badges is a project of Mozilla with support from the MacArthur Foundation

MacArthur Foundation

<https://wiki.mozilla.org/Badges/About>





Badging for Scouts has decades of history behind it.

Image: 'Spring Lamb'  
<http://www.flickr.com/photos/19387816@N00/229819241>



Badging for  
learning is in  
its infancy.

# Measuring Workload

## **Schools and Universities**

- Carnegie Credits
- Seat Hours
- Course Credits
- Codified Rules
- Accredited institutions

## **Badges**

- Agnostic
- Anybody can issue
- No formal teacher certification or teacher formal education levels needed
- Do not represent a standard number of seat hours, work hours, or effort required

PAST  
COMPETITIONS



CONNECT  
WITH US:



DML  
CENTRAL

DIGITAL  
MEDIA+  
LEARNING  
competition 4

BADGES FOR LIFELONG LEARNING



HASTAC  
INITIATIVE

COLLABORATING  
WITH  
mozilla

SUPPORTED BY  
MacArthur  
Foundation

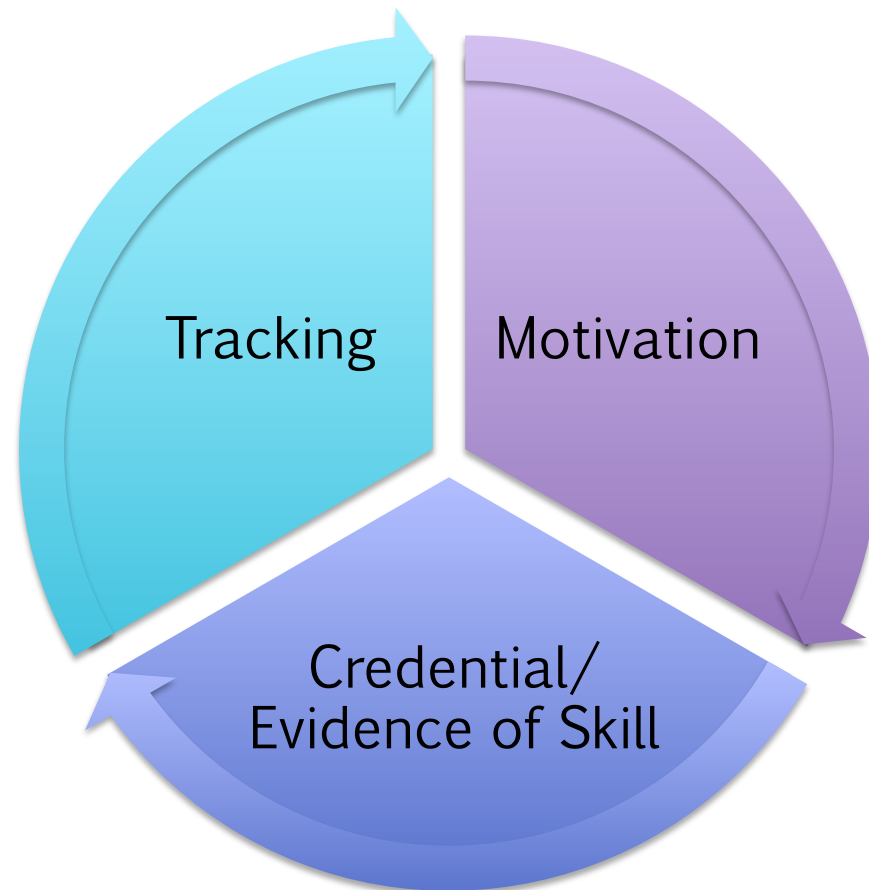
<http://dmlcompetition.net/Competition/4/teachers.php>



# Systemically, Why Should You Care?

- Innovation currently working from outside in
- Formal rules of learning are shifting
  - Charter Schools and Academies
  - How Teachers/Librarians Show Impact and Growth

# 3 Ways to Think About Badges for PD



# Motivation

- Fun
- Healthy self and departmental competition
- Calls up nostalgic memories of scouting and the thrill of the challenge
- Visual representation of growth

# Credential/Evidence of Skill

- What skills do I have?
- How much growth have I made this year?
- What do I know how to do at the end of the year that I didn't at the beginning?
- What did I actually *learn*? (Or did I just show up and nod?)
- What kind of effort am I making? Am I choosing PD activities that make me comfortable or make me grow?

# SIDEBAR: Is Credential the Word? Evidence? Assessment?

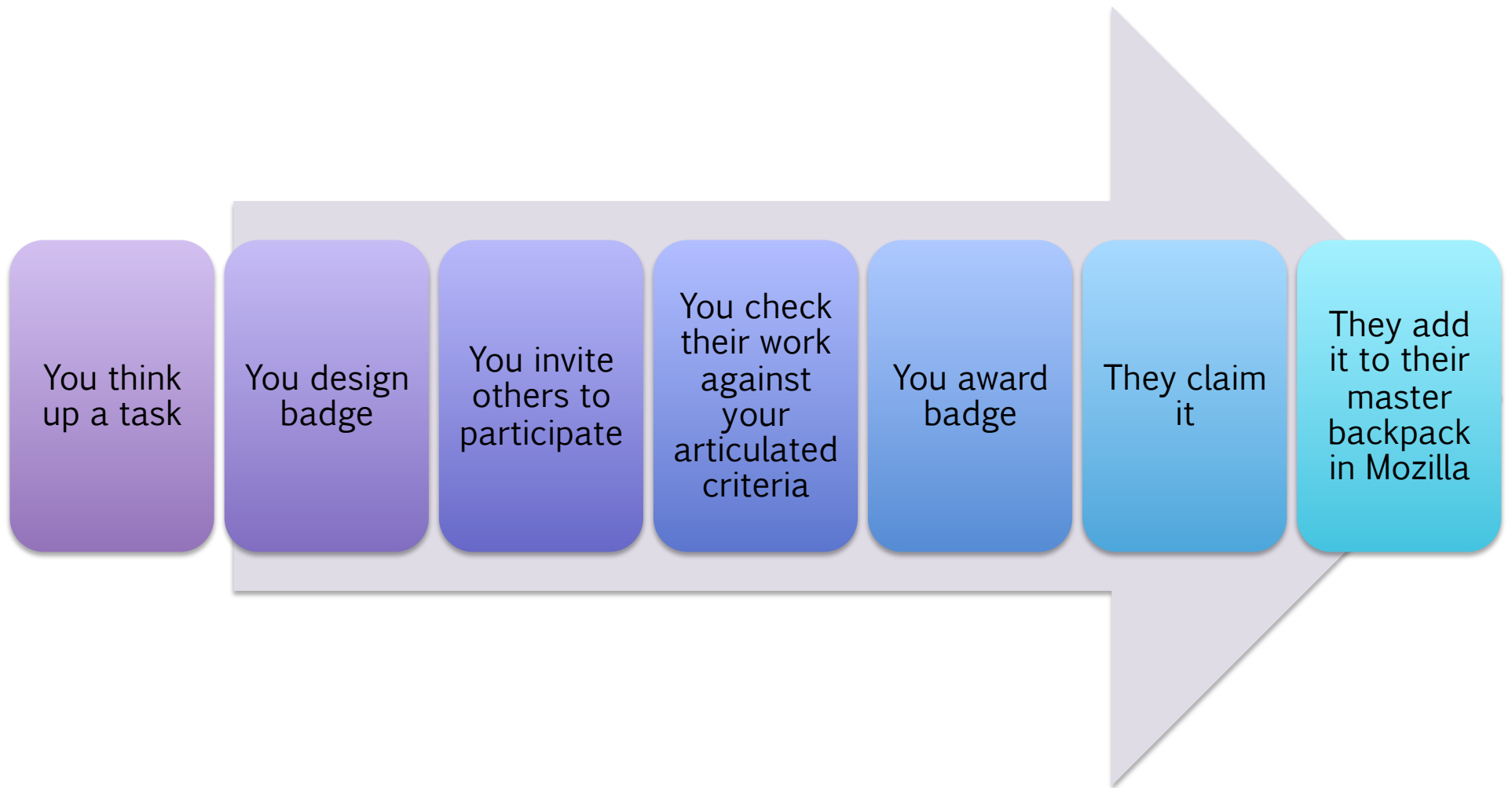
- One take: “A badge is something you receive after you successfully complete an assessment. The actual assessment could take the form of generic multiple-choice questions, a performance assessment, a portfolio evaluation, a construct-aligned bundle of context-dependent items, or whatever. *If* the person successfully completes this assessment, *then* they receive the credential. Badges are not assessments; badges are credentials – badges are things we award to people who pass assessments.”

– David Wiley, <http://opencontent.org/blog/archives/2393>

# Tracking

- What exactly did we do this year????
- How can I represent and reflect upon that learning?
  - (How many librarians have dusted off their resumes to update them in the last five years?)
- How can I gather evidence of learning from in-house and external PD sessions, either f2f or online, in one place?

# Badge Cycle



## Age Cycle

**With a special sneak peek of  
<http://badg.us>  
(You're asked to hold off on using it  
until August, since it's currently  
running on a personal server)**

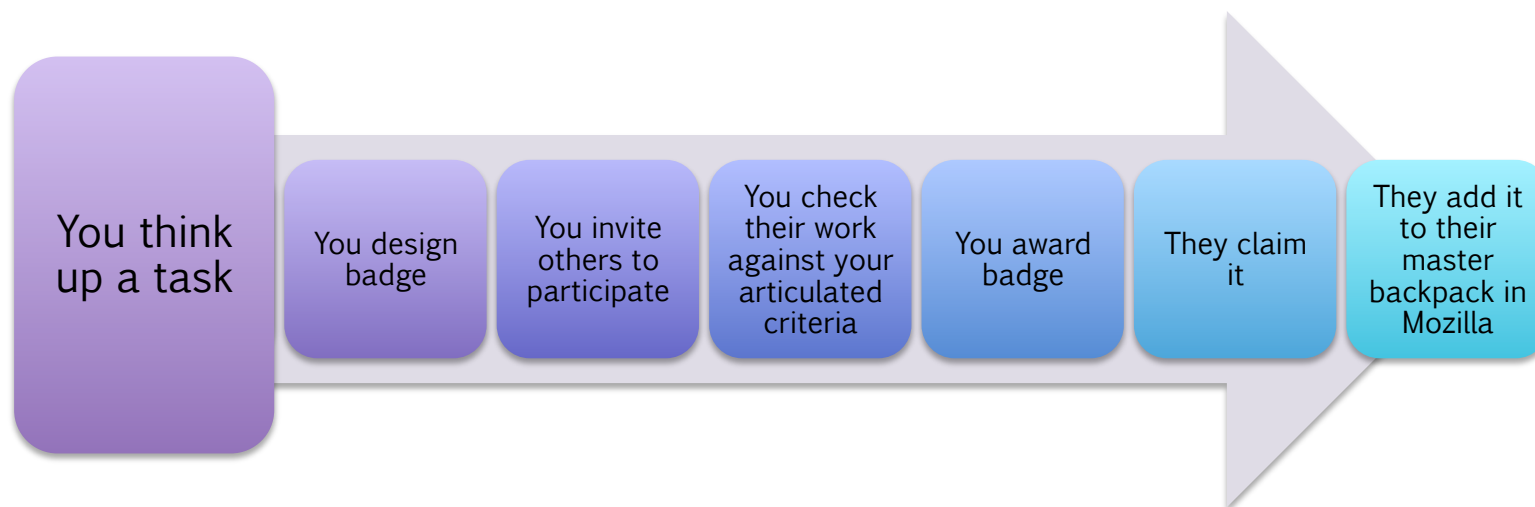
You th  
up a

ck  
illa



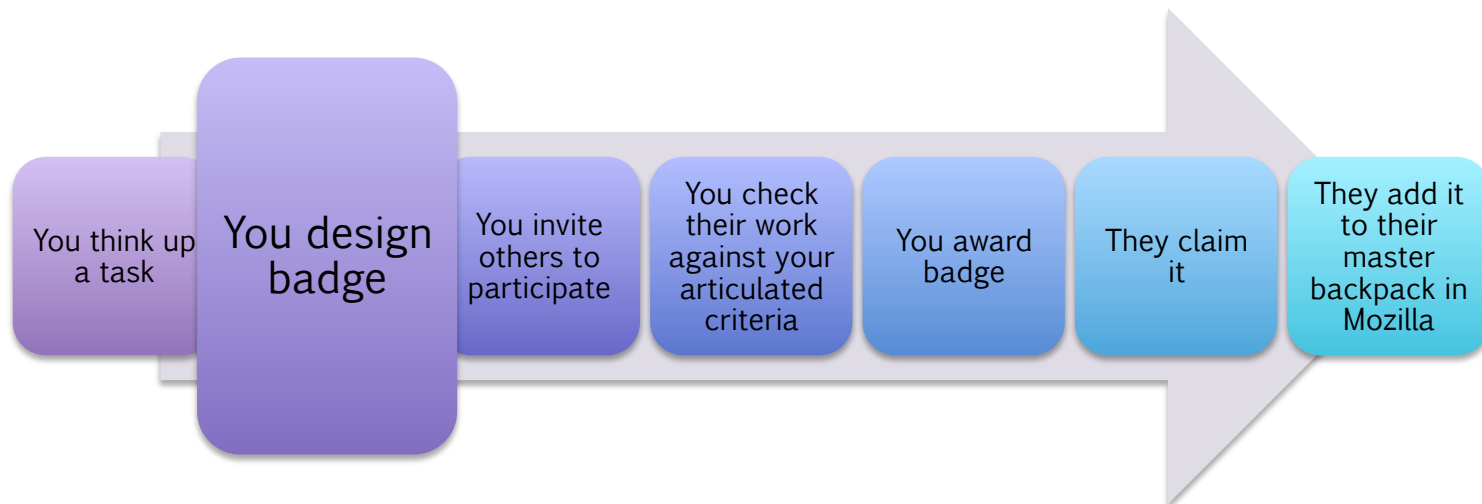
# You Think Up a Task

- What do I want people to be able to do?
- What information/activities do they need in order to be able to do it?
- How will they show that they did it?



# You Design a Badge

- Where will people redeem a badge?
- Where will they get the steps to follow?
- What evidence do they need to show
- How will they share that evidence with you?
- What will you use for your avatar?



# Model Creative Commons!

flickrCC - texas, flag

home mobile shop about cc flickr


SEARCH FOR CC IMAGES ON FLICKR

texas flag Find FOR EDITING  COMMERCIAL

Attribution: [Pin it](#)

Image: [Falling Lone Star](#)  
<http://www.flickr.com/photos/81177767@N00/164088356>

Edit  
Right click and select "save image" for a copy



Square - Thumbnail - Small - Medium - Large - Original

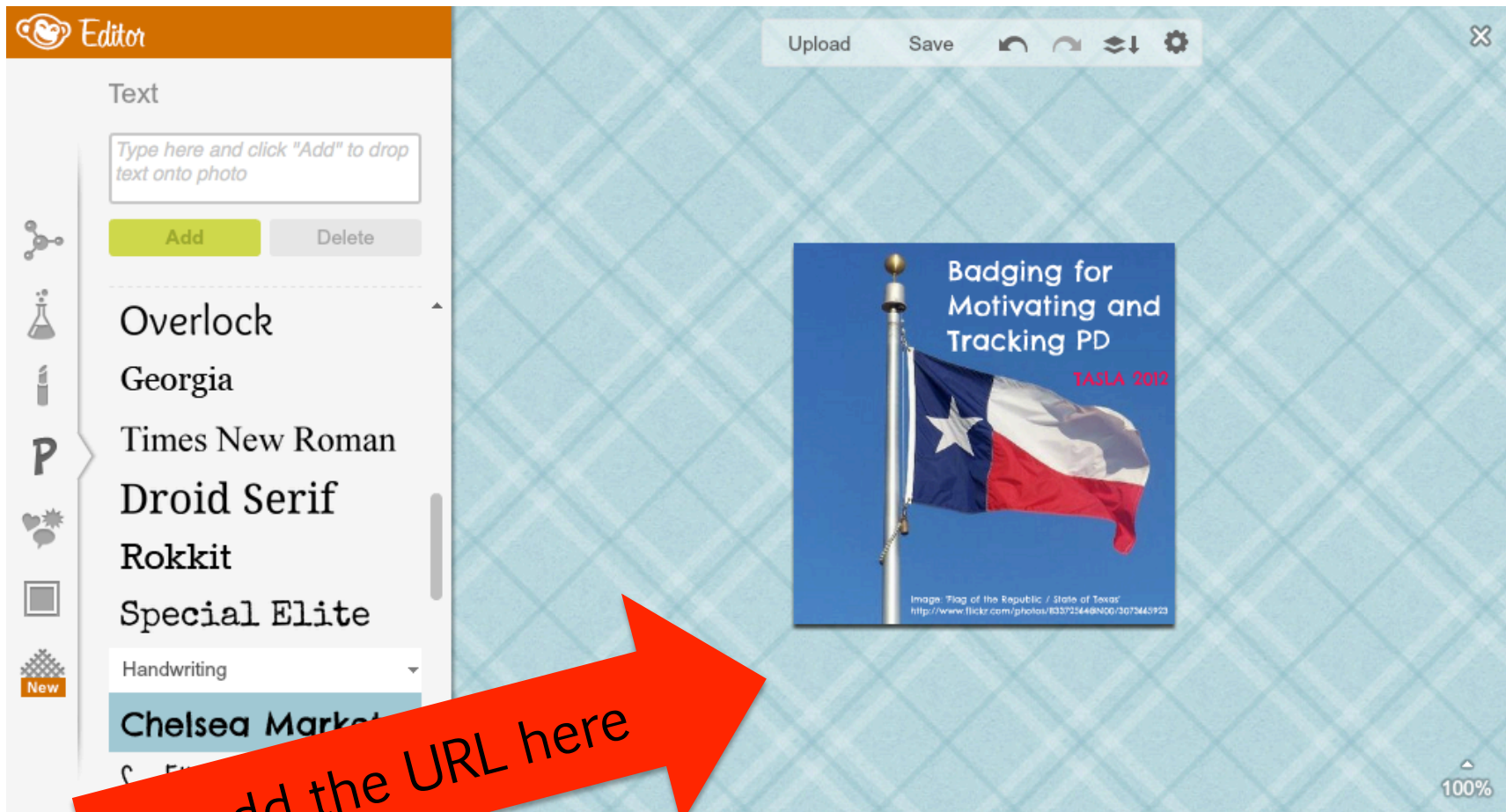
click on a thumbnail for details (be patient, it may take a few seconds to load)

- next

This site is created and run under a Creative Commons Attribution 2.5 License by Peter Shanks

<http://flickrcc.bluemountains.net>

# Edit it in PicMonkey.com



The screenshot displays the PicMonkey.com editor interface. On the left, a sidebar contains a 'Text' section with a text input field containing the placeholder text 'Type here and click "Add" to drop text onto photo'. Below the input field are 'Add' and 'Delete' buttons. A list of fonts is visible, including Overlock, Georgia, Times New Roman, Droid Serif, Rokkit, Special Elite, and Chelsea Market. A red arrow points from the text input field towards the main editing area. The main editing area features a light blue background with a diamond pattern. In the center, there is a square image of the Texas state flag on a flagpole. Overlaid on the top right of the flag image is the text 'Badging for Motivating and Tracking PD' in white, with 'TASLA 2013' in red below it. At the bottom of the image, there is a small copyright notice: 'Image: "Flag of the Republic / State of Texas" http://www.flickr.com/photos/E3371244@N00/1075461923'. The top of the editor has a navigation bar with 'Upload', 'Save', and various editing tools. The bottom right corner shows a zoom level of '100%'.

I add the URL here

# Save it, and upload at <http://badg.us>

## Create a badge

**Title:**   
*Short, descriptive title*

**Image:**  No file chosen  
*Upload an image to represent the badge*

**Description:**   
*Longer description of the badge and its criteria*

**Tags:**   
*A comma-separated list of tags.*

**Unique:**  *Should awards of this badge be limited to one-per-person?*

**Nominations accepted:**  *Should this badge accept nominations from other users?*

## Example badge:

This isn't a real badge, but it shows a few things you can do.

**Title:** Test Badger  
*Try to keep this to 5 words, or less.*

**Image:** 

*This should be a square image, around 256x256 pixels. The system will automatically crop and resize images that fall outside these guidelines. Also, consider using simple artwork that stays distinctive at a variety of sizes and viewing distances. Lots of small details and words are hard to see when the badge image is either small or far away.*

**Description:** For having qualities like a test pilot, but more badgery.  
*Use this to describe why someone would earn this badge. Explain the conditions and criteria a person would need to satisfy to receive this badge as an award.*

**Tags:**

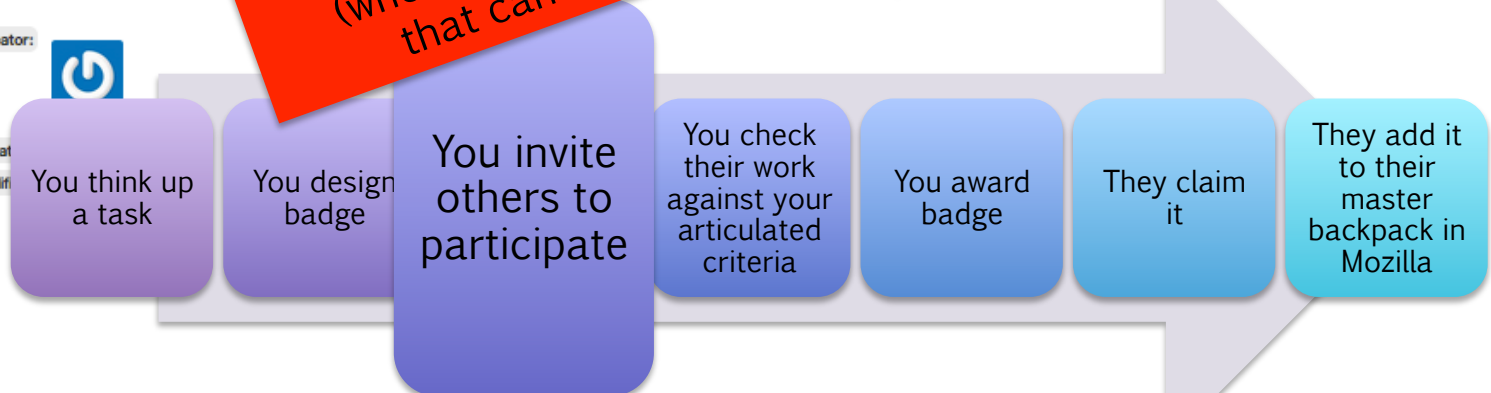
*Use tags to group your badge with others. These are like [hashtags on Twitter](#). These are best used sparingly: Try not to enter more than 2-5 concise topics or keywords. Events often use tags to help gather badges that will be offered (eg. [A2makerfaire2012](#)).*

# You Invite Others to Participate...

By email (great when you ask your team to turn something in via email)

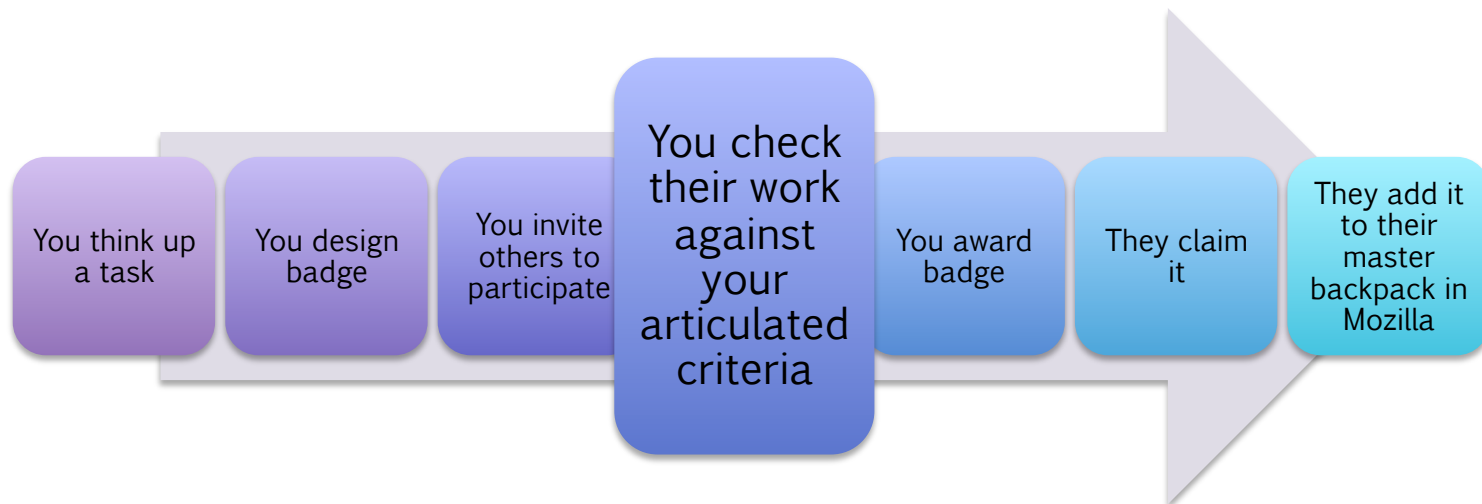
The screenshot shows the 'badg.us' interface. On the left, a badge titled 'TASLA 2012: Librarians as Professional Developers' is displayed with a Texas state flag image. Below the badge are buttons for 'Edit badge' and 'Delete badge'. To the right, there are two main sections: 'Issue badge awards by email' with an 'Emails:' input field and an 'Issue badge awards' button, and 'Issue badge awards with claim codes' with a 'Generate' button. The top navigation bar includes 'badg.us', 'Badges', 'Awards', and a user profile for 'Kristin F.'.

By issuing a sticker (who doesn't like a sticker?) that can be redeemed



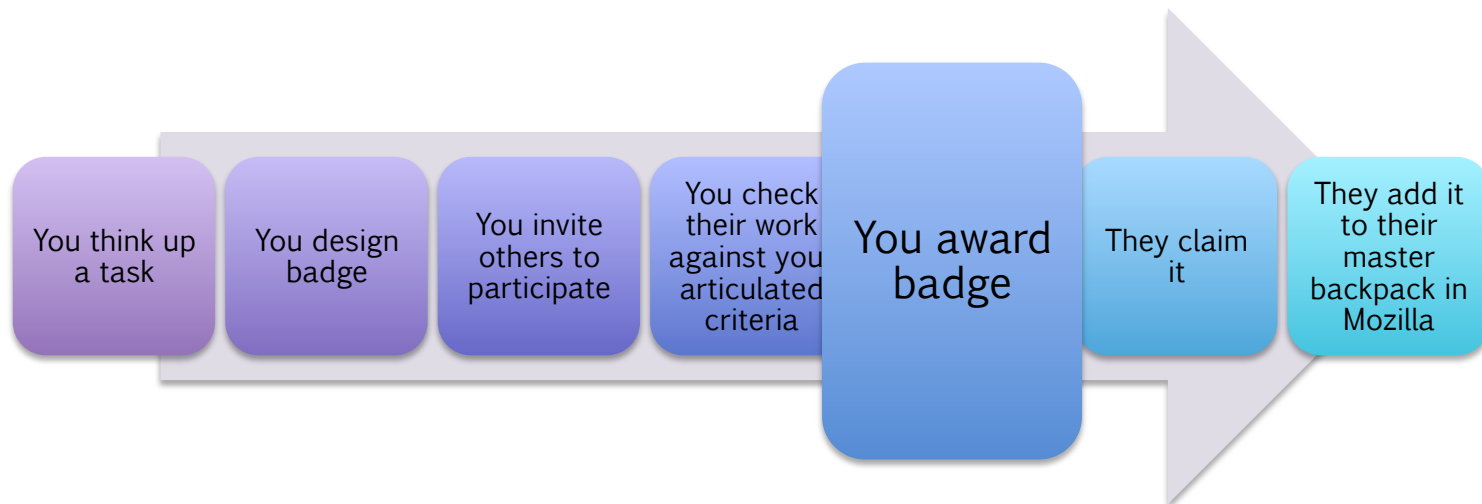
# You Check Their Work

- In our case, “Are you here?”
- In other cases:
  - Saw a video of their work
  - Received a document
  - Saw their work in person



# You Award the Badge

- Hey, guys! You just earned a badge!
- Everybody should get one sticker
- Each has been issued a unique code





# They Claim It

badg.us Badges Awards FAQ Suggestions Search Sign in

## Welcome to badg.us!

This is an experimental service for [badges](#), powered by [Open Source](#). Check the [FAQ!](#) Submit your badge idea here to claim your badge:

Sign in

Claim award from code

Have an idea for a badge?  
Click here to start:

Create a new badge

Recent badges More...

Recently awarded badges More...

ASLA 2012: Librarians as Professional Developers awarded to font

David's Test Badge awarded to Kristin F

vikram's test badge awarded to George

LSI-Test awarded to

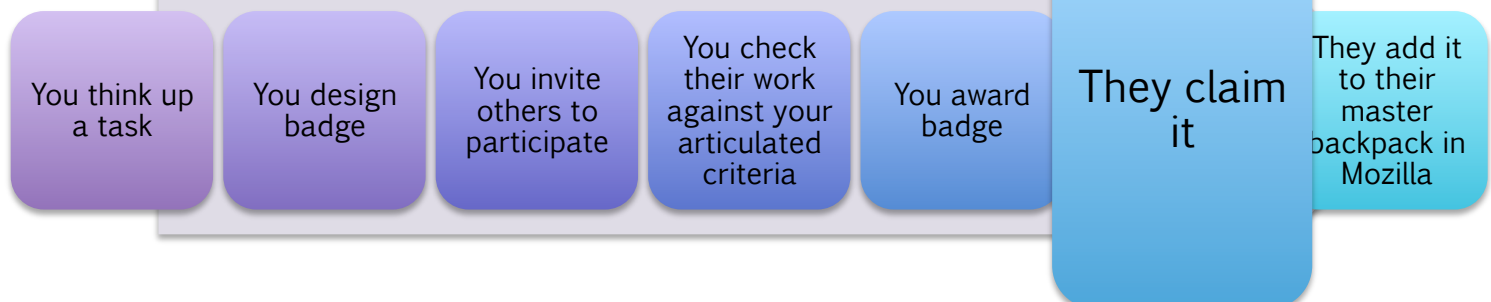
Ann Arbor mint Maker Faire Attendee awarded to

Ann Arbor mint Maker Faire Attendee awarded to

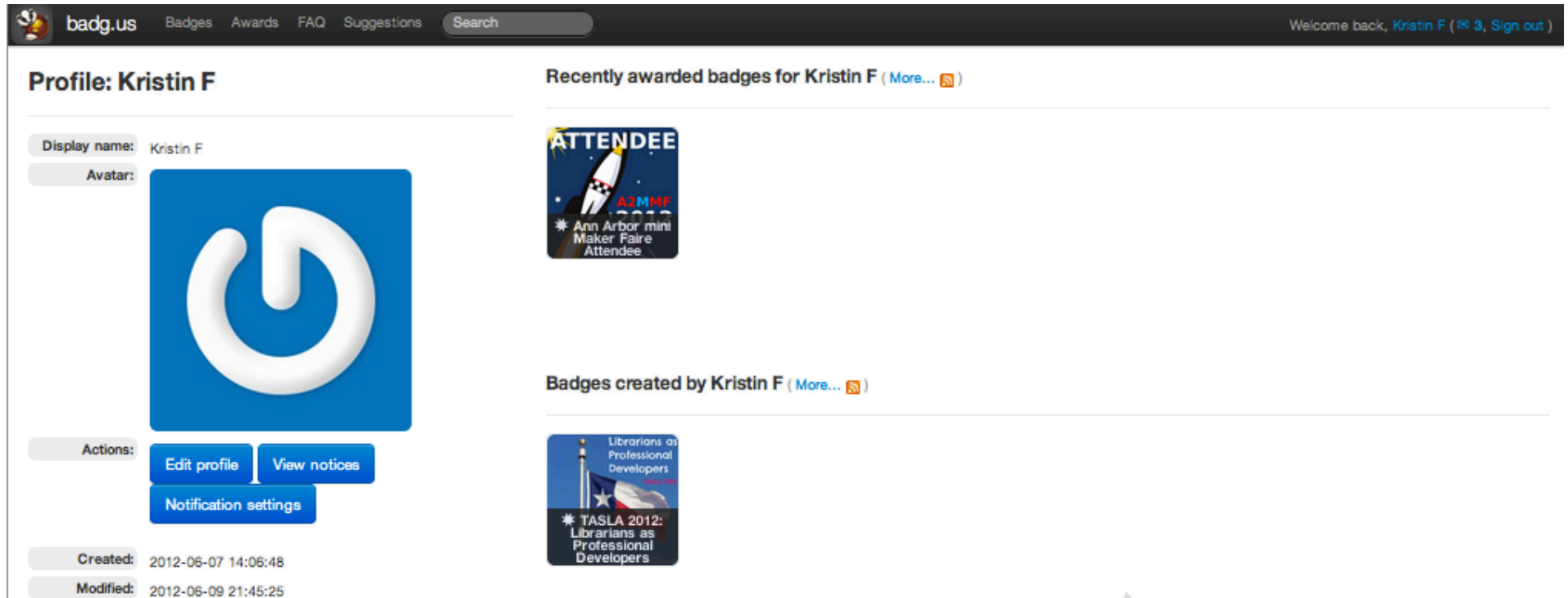
THE A-TEAM awarded to

DF awarded to

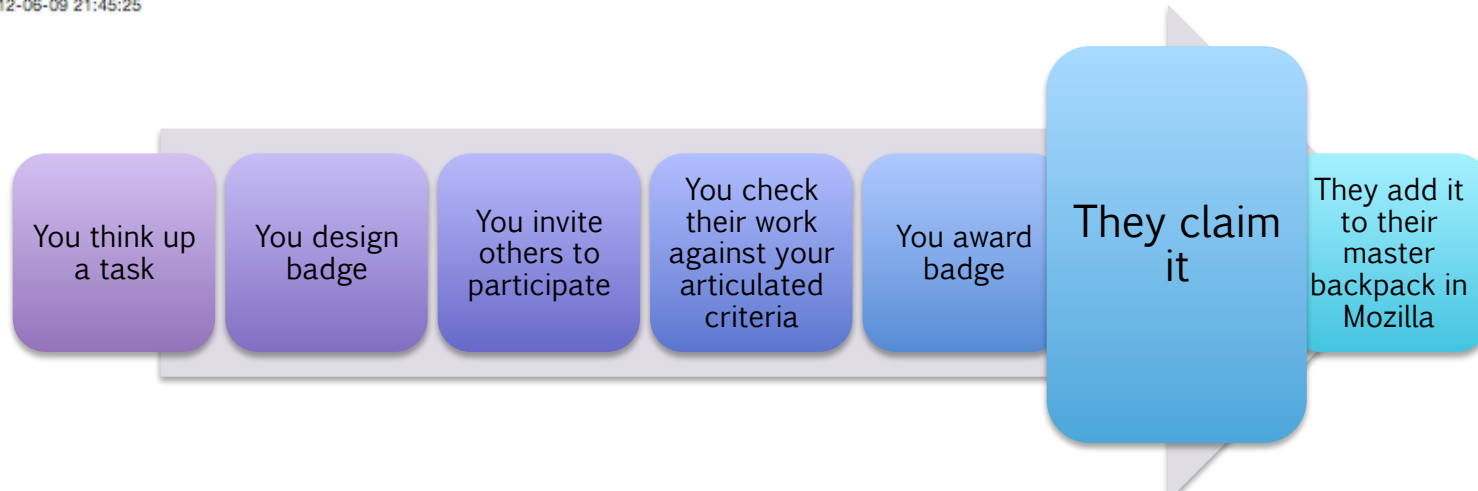
Brain Monkeys awarded to



# When They Click on Their Profile...




The screenshot shows the profile page for Kristin F on the badg.us website. The header includes the site logo, navigation links (Badges, Awards, FAQ, Suggestions), a search bar, and a user greeting: "Welcome back, Kristin F ( 3, Sign out )". The profile section on the left displays the user's name, a blue square avatar with a white power button symbol, and action buttons for "Edit profile", "View notices", and "Notification settings". It also shows the profile's creation and modification dates. The main content area is divided into two sections: "Recently awarded badges for Kristin F" featuring an "ATTENDEE" badge from "Ann Arbor mini Maker Faire" and "Badges created by Kristin F" featuring a "TASLA 2012: Librarians as Professional Developers" badge.




# Then click on the badge they just earned...


## Your Awarded Badge: Ann Arbor mini Maker Faire Attendee

**Image:** 

**Description:** Came to the 2012 Ann Arbor mini Maker Faire!

**Tags:** [A2makerfaire2012](#)

**Awarded to:**   
Kristin F (That's you!)

**Awarded by:**   
goathree

**Awarded at:** 2012-06-09 21:43:22

**Share:** [Add this badge to your Mozilla Badge Backpack](#)

[Tweet](#) 0

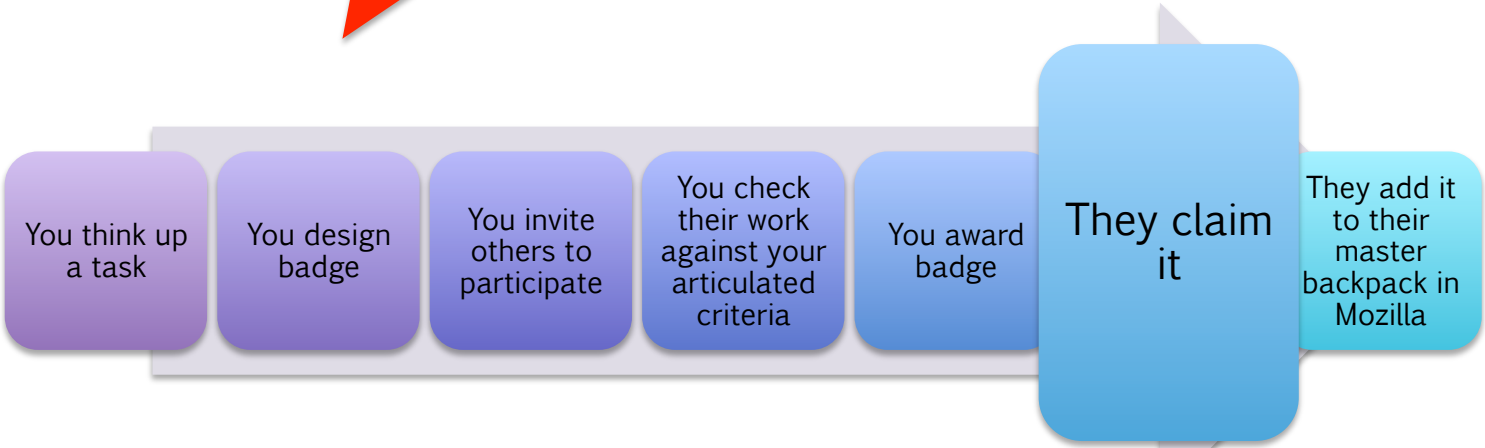
[Like](#) [Send](#) [Sign Up to see what your friends like.](#)

**Created:** 2012-05-29 12:03:50

**Modified:** 2012-05-29 12:03:50

They can brag on Twitter/Facebook

They can add to Mozilla Backpack (optional)



# Optional: OpenBadges.org

mozilla  
**OPEN BADGES**

ABOUT | ISSUER | EARNER | DISPLAYER | FAQ

mozilla ▾

## what are **OPEN BADGES?**

*Learning today happens everywhere. But it's often difficult to get recognition for skills and achievements that happen online or out of school. Mozilla Open Badges helps solve that problem, making it easy for any organization to issue, and display digital badges across the web.*

Learn more about the [DML Badge Competition!](#)

Take the [Badges Backpack](#)—and earn your first badge

[get started >](#) [visit your Mozilla Badge Backpack >](#)

You think up a task

You design badge

You invite others to participate

You check their work against your articulated criteria

You award badge

They claim it

They add it to their master backpack in Mozilla

# OpenBadges.org: Home Base for All Badges Earned Anywhere



Not to mention our very own ...  
Drum roll, please ...



*Young Adult Library  
Services Association*

[www.ala.org/yalsa](http://www.ala.org/yalsa)

**And did you  
notice?**

Image: 'Texas Longhorn Steer'  
<http://www.flickr.com/photos/20087733@N00/421749161>



Nobody in  
Texas  
(so far).

Why not be  
first?



How about a  
second badge  
to practice  
with during  
the break?



Image: 'present | the both and | shorts+and+longs+ | +julie+rybarczyk'  
<http://www.flickr.com/photos/48424574@N07/4893076714>



# Surprise!

(another way to use those stickers)



# Surprise Winners!

- cunyea
- cxypmy
- fxt7jc
- kec7k3
- j94vpw
- je7xtj
- mak9ph
- n3mnp4
- nehxkw
- nej3kr
- p93ttf
- tn7cvf
- uvcxr4
- uw3fmw
- vpfaha
- ye3wkc

# Some Recommended Reading

- Austic, Greg. “Badging at Ann Arbor Maker Faire,” <http://austiclabs.com/wordpress/badging-at-ann-arbor-maker-faire/>(great links at bottom to other articles of interest)
- Belshaw, Doug. “Gaining Some Perspective on Badges for Lifelong Learning,” <http://dmlcentral.net/blog/doug-belshaw/gaining-some-perspective-badges-lifelong-learning>
- Davidson, Cathy. “Could Badges for Learning Be Our Tipping Point?” <http://hastac.org/blogs/cathy-davidson/2011/11/14/could-badges-lifelong-learning-be-our-tipping-point>
- Hickey, Daniel. “Some Things About Assessment that Badge Developers Might Find Helpful,” <http://remediatingassessment.blogspot.com/2012/03/some-things-about-assessment-that-badge.html>
- Jenkins, Henry. “How to Earn Your Skeptic Badge,” [http://henryjenkins.org/2012/03/how\\_to\\_earn\\_your\\_skeptic\\_badge.html](http://henryjenkins.org/2012/03/how_to_earn_your_skeptic_badge.html)
- Karey, Kevin. “We Do, In Fact, Need Some (Non-Stinking) Badges.” <http://chronicle.com/blogs/brainstorm/we-do-in-fact-need-some-non-stinking-badges/35447>
- Mozilla Open Badges, Home Page. <http://openbadges.org/en-US/>
- Wiley, David. “Badges are Not Assessments,” <http://opencontent.org/blog/archives/2393>

# Thanks to ...

- Greg Austic, [AusticLabs.com](http://AusticLabs.com)
- Rachel Goldberg, East MS, Plymouth, MI
- Shauna Masura, University of Michigan School of Information
- Terence O'Neill, University of Michigan School of Information
- Les Orchard, <http://badg.us>
- Emily Puckett Rogers, Open Michigan, University of Michigan
- Samantha Roslund, University of Michigan School of Information

# Questions?

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@activelearning

