



A Digital Badge is:

- A digital emblem symbolizing skills and accomplishments.
- Representative of attained knowledge, specific skill, set of skills, certificate, etc.
- Comprised of detailed content describing how the earner achieved the badge.
- Easy to share on social media.
- Tethered to an Oregon Community College to validate and verify achievement.

Why Use Digital Badges?

- Make informed hiring decisions
- Verify evidence of skills and achievements
- Retain workers by offering more engaged training
- Track and nurture talent
- Build productive and successful teams
- Differentiate your organization

Badge Earner

Broadcast Achievements

Publicize skills and achievements to peers, potential employers, and others.

Engagement & Retention

Working harder to earn badges results in better grades and increased engagement.

Up-Skilling / Life-Long Learner

Older degrees can be enhanced with new credentials, maintaining professional relevance.

Learn it.

"I've always been bad at talking about myself in interviews, but interviewing with digital badges gave me a voice I didn't know I had."

Institution

Increase Engagement / Retention

Badges link directly to institution and encourage continuation to next level.

Increase Recruitment

Viral social media exposure around earned badges allows students to stand-out among similar programs.

Up-Skill Workforce

Badging allows individuals who already hold degrees the opportunity to enhance their skills.

Earn it.

Badging is growing in popularity as students consider time to value for their educational investments.

Employer

Verified Skills

Trusted "seal of approval" for employers validating existing talent or potential hires; reduces HR time.

Employee Retention

Align potential candidates with jobs that exploit already proven skills and interests.

Manage Employee Professional Development

Easily identify individuals with specific skillsets to create diverse work teams.

Share it.

Digital badging is fast becoming the currency of choice in Oregon's marketplace of knowledge and skills.

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