

ACCREDIBLE CREDENTIAL FRAMEWORK

# DESIGN CREDENTIAL GOVERNANCE APPROACH

## ACTIVITY 06

**DESCRIPTION:** DESIGNING THE REQUIRED ROLES, RESPONSIBILITIES, PROCESSES RELATING TO THE GOVERNANCE OF THE CREDENTIAL PROGRAM

**INPUTS:** CREDENTIAL OPERATING MODEL

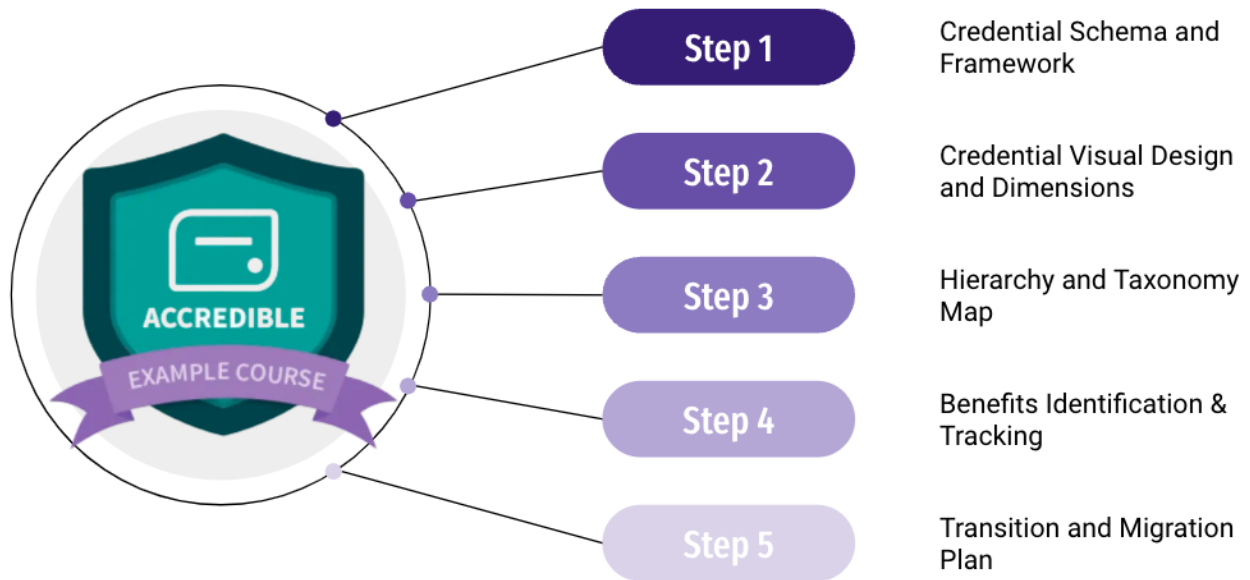
**OUTPUTS:** GOVERNANCE STRUCTURE

## CREDENTIAL GOVERNANCE

For a credentialing initiative to be effective, it needs to fully support best practices, adapt to the scalability of the organization using it, integrate seamlessly into existing applications and platforms, and provide user-friendly credentialing features.

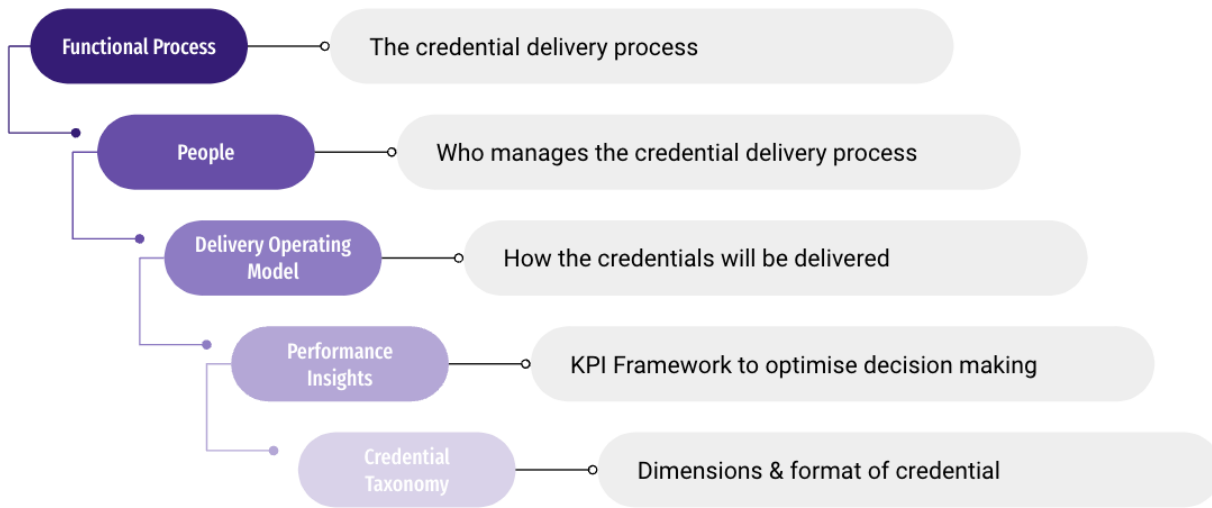
Organizations with multiple departments should have a centralized infrastructure with customizable elements, or a comprehensive credential governance.

### Credential Governance Process



# CREDENTIAL GOVERNANCE

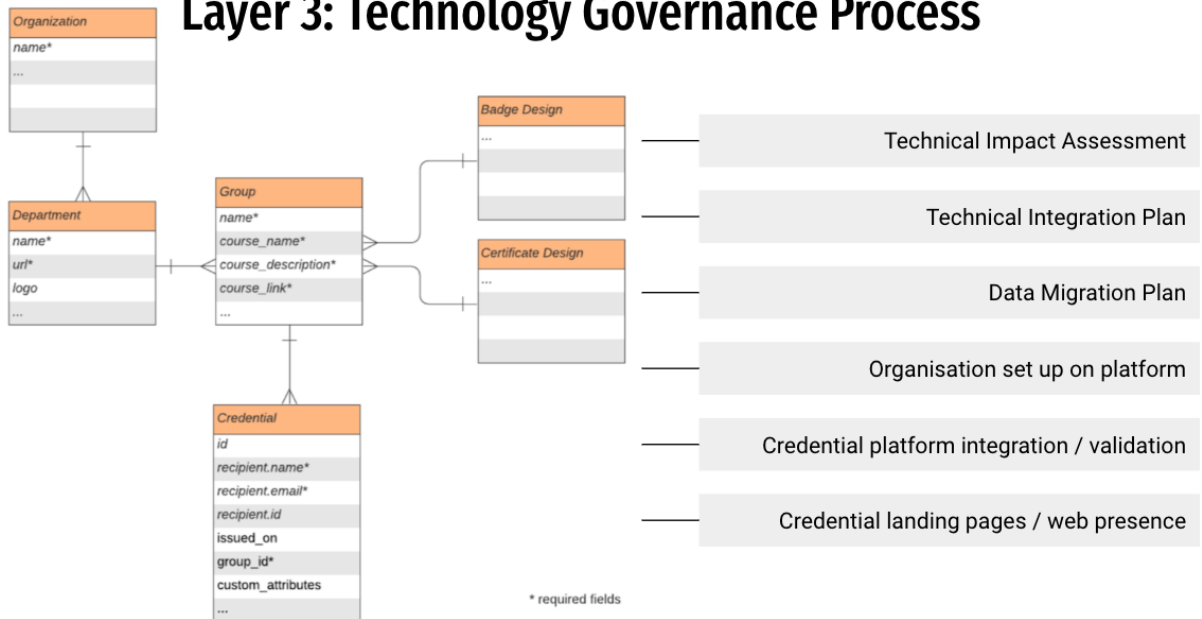
## Layer 2: Operations Governance Process



### Accredible Data Model Outline

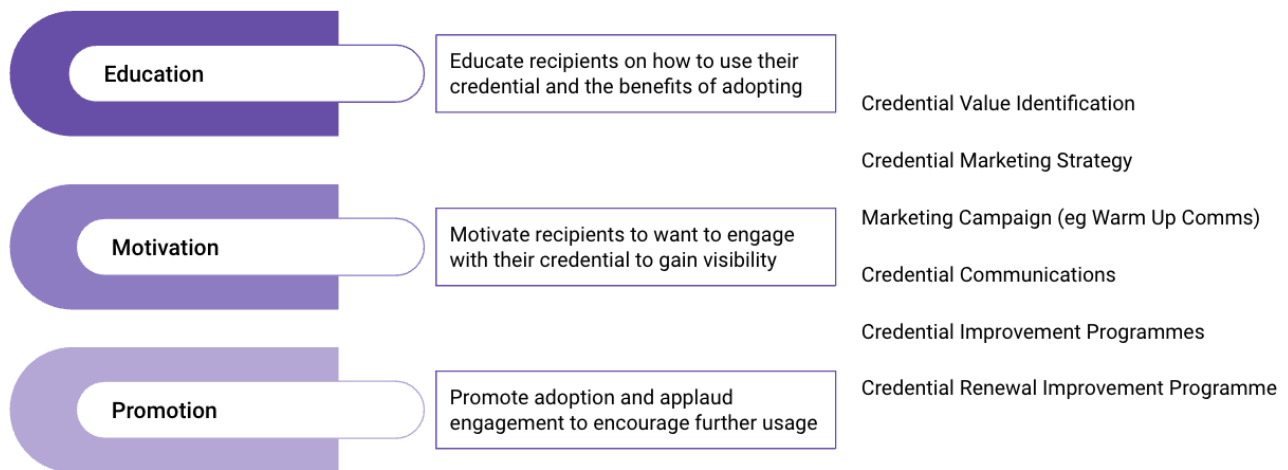
Alan Heppenstall | October 20, 2020

## Layer 3: Technology Governance Process



## CREDENTIAL GOVERNANCE

### Layer 4: Engagement Governance process



### What is Credential Governance?

To highlight the importance of credential governance, it's necessary to say that credentials are a digital award that are a direct representation of your organization, and are displayed within the public domain.

Digital credentials visually communicate your brand and establishment, whether the credential is being viewed by its learner, a person interested in earning a credential with you, an employer validating an award of an individual, or the awarded learners' friends, family, and social network.

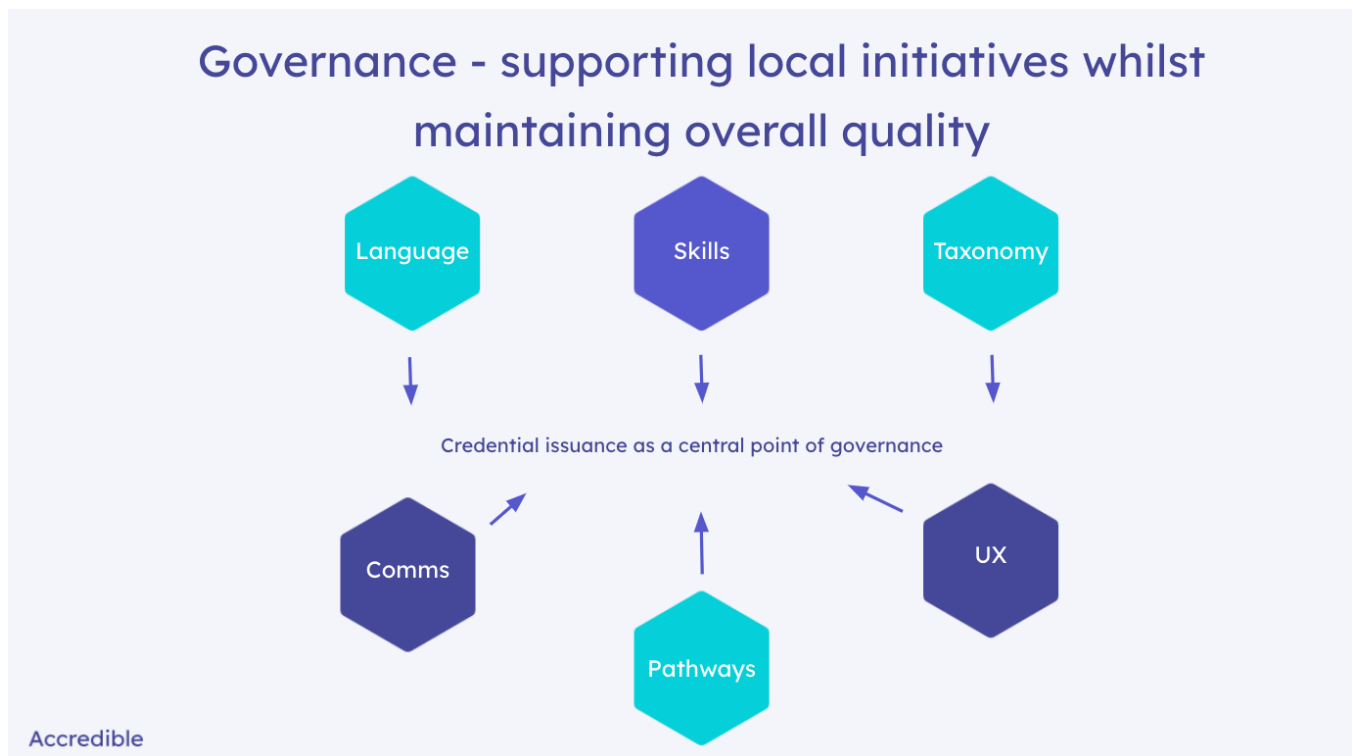
This visual communication goes beyond badge and certificate designs—it includes the language used within the content, descriptions, overviews, and summaries. It also includes the:

- Skill tags associated to that credential, the taxonomy behind the design, and pathways that follow on from that credential.
- Delivery communications and method.
- Entire credential view around the design that represents the organization's brand.
- Type of credential we are issuing and the competency framework behind it.
- Process to claim and share the credential, and the support the individual receives with help on how to use the credential.

## CREDENTIAL GOVERNANCE

All of these elements feed into a larger credential governance, which is especially important for a multi-department organization. If different teams within an organization aren't aligned to the above, it creates a messy and confusing badging system.

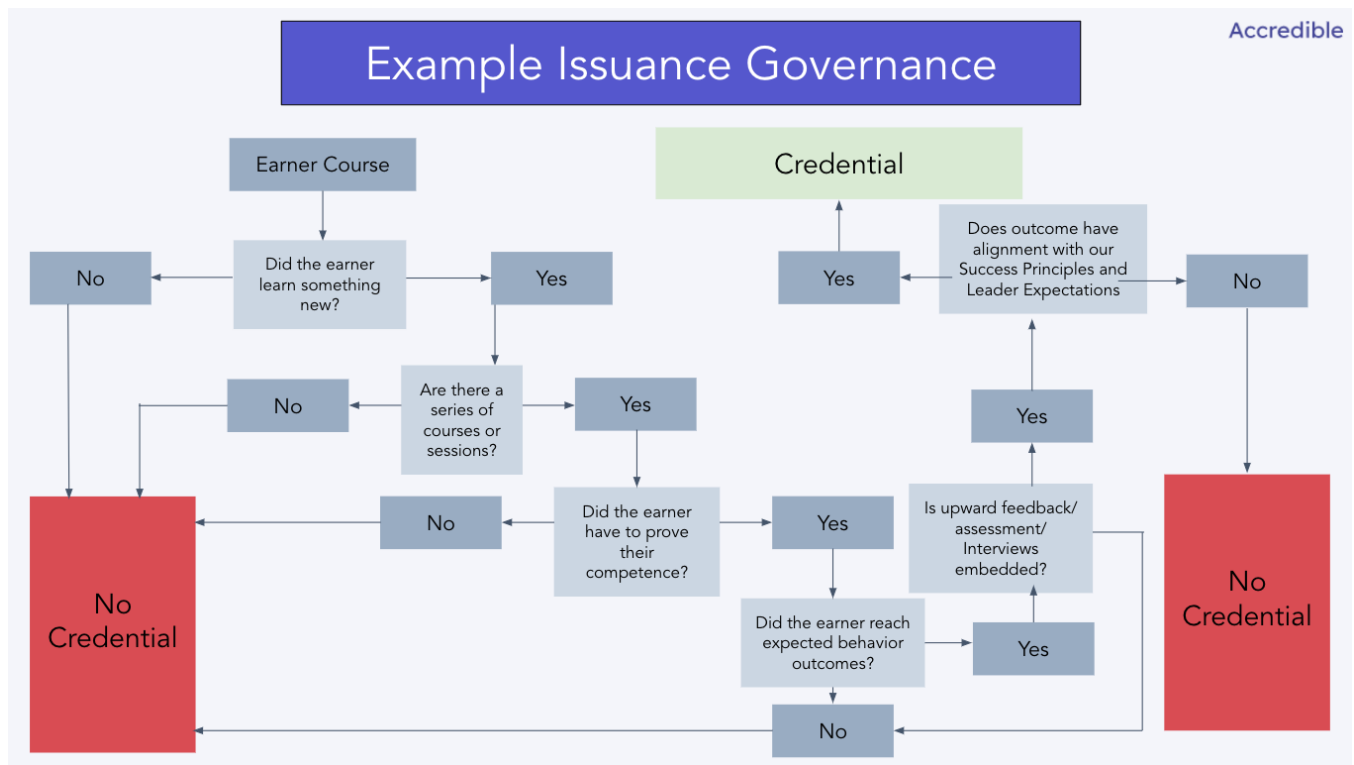
We need to create a structure that organizes and guides credential issuance as a central point of governance between all the departments.



## CREDENTIAL GOVERNANCE

### Issuance Decision Tree for Governance

Having clear rules as to when a credential is and is not issued will help ensure credentials hold their value and do not end up being issued at random.



## EXAMPLE TERMINOLOGY GLOSSARY FOR GOVERNANCE

Language Glossary for each department to use:

<b>Term</b>	<b>Definition</b>	<b>Alias</b>	<b>Terminology Used</b>
<b>Certification</b>	The process of providing someone with an official digital document attesting to a status or level of achievement.	Award / Credential / Diploma	<ul style="list-style-type: none"> <li>• Credential description</li> <li>• Credential delivery email</li> <li>• Marketing communications</li> </ul>
<b>Competencies</b>	Measurable statements that articulate at the beginning what students should know, be able to do, or value as a result of taking a course or completing a program.	Skills / Learning Outcomes	<ul style="list-style-type: none"> <li>• Credential description</li> <li>• Credential delivery email</li> <li>• Marketing communications</li> </ul>
<b>Micro-Credentials</b>	Certification of learning that can accumulate into a larger credential or degree, be part of a portfolio that demonstrates individuals' proof of learning, or have a value in itself.	Micro-pathways / Stackable Credentials	<ul style="list-style-type: none"> <li>• Credential description</li> <li>• Credential delivery email</li> <li>• Marketing communications</li> </ul>
<b>Levels</b>	The degree of difficulty or complexity of the content of a course in a specific subject area.	Stages / Rank / Step	<ul style="list-style-type: none"> <li>• Credential description</li> <li>• Credential delivery email</li> <li>• Marketing communications</li> </ul>
<b>Assessment</b>	The process of evaluating and documenting a person's level of competency mastery.	Exam / Evaluation / Test / Appraisal	<ul style="list-style-type: none"> <li>• Credential description</li> <li>• Credential delivery email</li> <li>• Marketing communications</li> </ul>

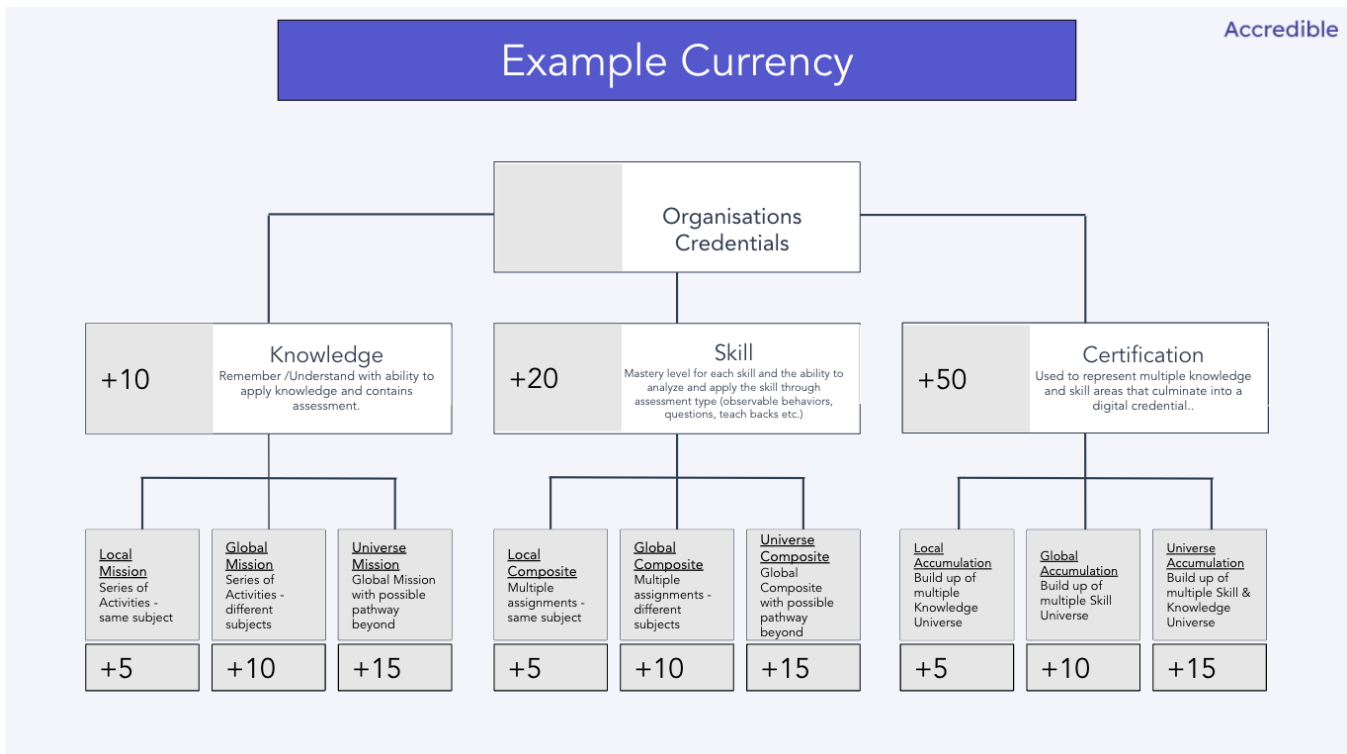
## EXAMPLE TAXONOMY FOR GOVERNANCE

Taxonomy categories mapped out and provided to local departments to allow them to categorize their credentials in an organized way.

Achievement	Explanation	Shapes
<b>Knowledge</b>	Understanding gained through learning or experience	Circle
<b>Skill</b>	An ability that has been acquired by training or practice	Shield
<b>Certification</b>	Validating the authenticity of something or someone	Certificate

## CREDENTIAL CURRENCY FOR GOVERNANCE

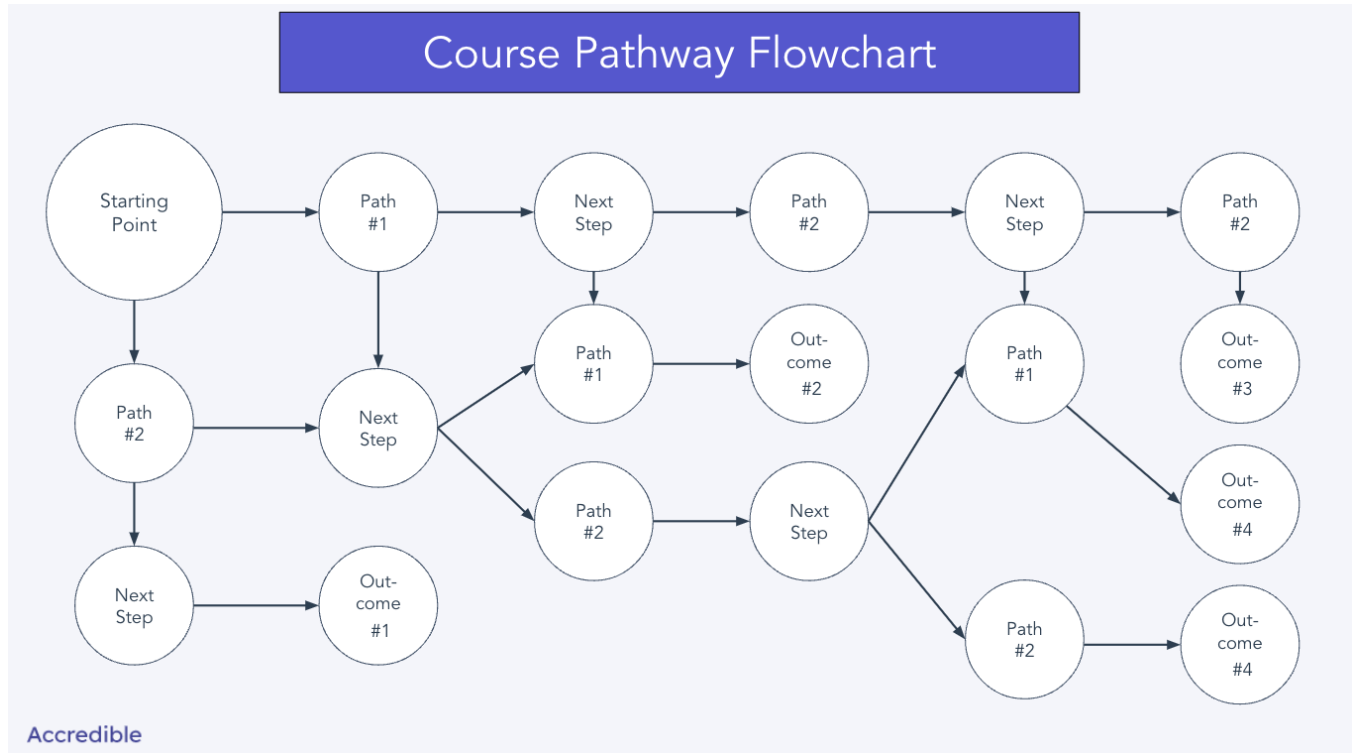
It's important to develop a currency that helps your industry operate in a way everyone understands: the learner understands their level, the employer recognizes it, and the educational institutions can assess it.





## CREDENTIAL PATHWAY FOR GOVERNANCE

Guidance for each department on the types of pathways their learners can take, and how each pathway works.





## Accredible

*Accredible is the industry-leading digital credentialing platform that securely issues, manages, tracks, and verifies millions of high-stakes credentials across the globe. Accredible integrates with leading learning software including Canvas, D2L Brightspace, Kajabi, Kryterion Webassessor, Moodle, Thinkific, and more. Over 1,900 leading universities, associations, and technology companies such as Google, Skillsoft, Slack, the Association of Corporate Treasurers, Chartered Banker Institute, University of Cambridge, AMPP, Hootsuite, IEEE, Cengage, MIT, Rutgers, INSEAD, IAPP, UC Berkeley, AMBA, and The Digital Marketing Institute rely on Accredible to create, deliver and manage digital certificates and open badges. Learn more at [accredible.com](https://accredible.com)*

[accredible.com](https://accredible.com)