

ACCREDIBLE CREDENTIAL FRAMEWORK

# DATA MIGRATION PLAN

## ACTIVITY T3

**DESCRIPTION:** IDENTIFYING CREDENTIALS TO BE MIGRATED FROM THE CURRENT ENVIRONMENT TO THE NEW ONE

**INPUTS:** LEGACY CREDENTIAL MIGRATION PLAN

**OUTPUTS:** TECHNICAL REQUIREMENTS

## DATA MIGRATION PLAN

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An extremely important decision you'll need to make when launching a credential program with a new platform, is whether or not to retroactively reissue your existing credentials.

Using platforms that are open badge compliant means that you can easily migrate them over from one platform to another, however, there are some considerations you should discuss as an organization first.

### 1. Learner experience

When you migrate credentials from one platform to another, your learners will receive a new link to a new credential. It's important to decide whether you will revoke or delete the old credential, or allow them to keep 2 versions of it. Whichever option you decide, you should be sure to communicate it to your learners ahead of time.

### 2. Communications

If you decide to issue retroactive credentials, you should plan your communications carefully. These learners are at a different stage in their customer journey, and therefore need unique communications to re-engage them and encourage them to reshare their credentials.

When delivering this email content, outline the additional value that this new credential will give them: What's new? What's better? You can also remind them of the hard work they originally put into earning their credential, lean on the fear of missing out if they don't engage, and show them how easy it is to share their credential (with clear instructions on how to do so).

### 3. Cost

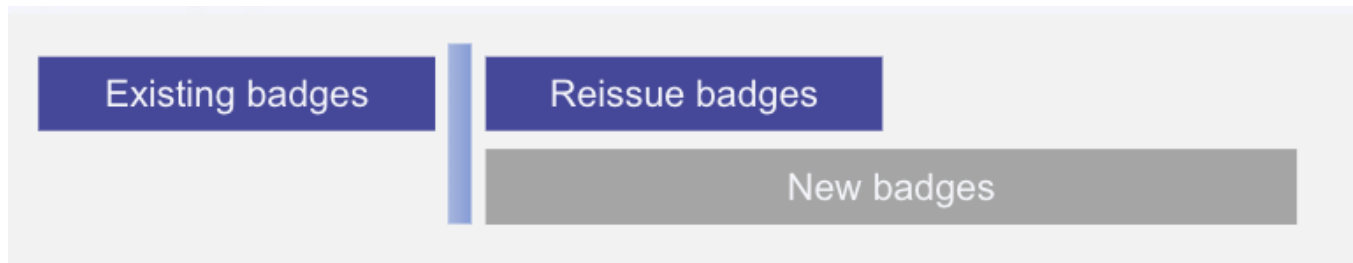
Consider the cost implications versus benefits of reissuing credentials. Regardless of whether you're reissuing or continuing to host old credentials, each has its own associated costs. Weigh up the costs and consider what you will gain from reissuing.

## HOW TO RE-ISSUE CREDENTIALS

When transitioning badges, there are a few options for implementation and transition structure. Here are 3 options, and the pros and cons of each:

### Option A

- Big Bang



#### Pro's

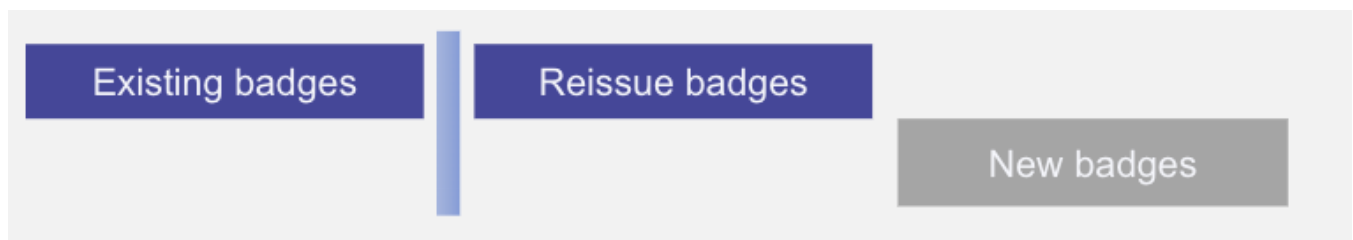
- + Consistent market view
- + New customers feel early benefits

#### Con's

- Complex coordination
- Any in-flight updates more difficult to change

### Option B

- Phased: Transition Led



#### Pro's

- + Transition before yearly award peaks
- + Current customer support

#### Con's

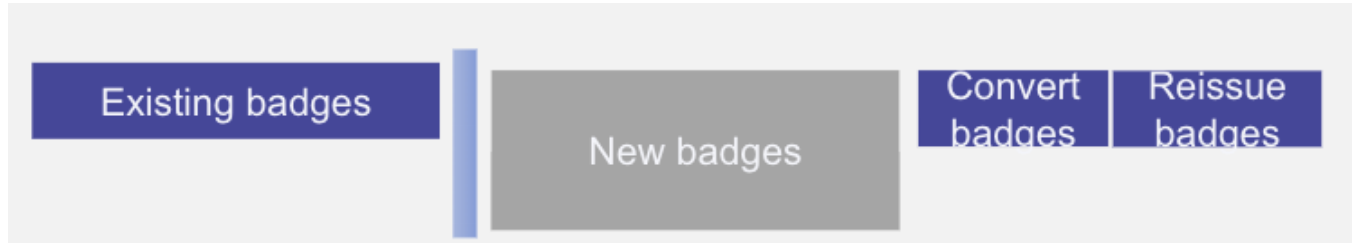
- New badge delays
- Low new customers

## HOW TO RE-ISSUE CREDENTIALS

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### Option C

- Phased: New Customer Led



### Pro's

- + Focus all energies on new customer attraction
- + High new customers

### Con's

- Existing customer dissatisfaction
- Re-issues may drag



## 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 learning software including Canvas, D2L Brightspace, Kajabi, Kryterion Webassessor, Moodle, Thinkific, and more. Over 1,000 prominent universities, associations, and technology companies such as Google, Skillsoft, University of Cambridge, AMPP, Zendesk, Hootsuite, IEEE, McGraw-Hill, INSEAD, IAPP, UC Berkeley, and The Digital Marketing Institute rely on Accredible to create, deliver and manage digital certificates and open badges. Learn more at [accreditable.com](https://www.accreditable.com).*

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