**University-wide Microcredential and Digital Badge Proposal Form**

This form is for the use of University-wide areas of Rutgers to submit proposed microcredentials and digital badges for inclusion in the University’s offerings in this arena.

This includes the following Offices:

* President of the University
* Executive Vice President and Chief Operating Officer
* Executive Vice President for Academic Affairs
* Executive Vice President for Finance and Administration & Treasurer
* Executive Vice President for Development and Alumni Engagement and President of Rutgers University Foundation
* Senior Vice President and General Counsel
* Senior Vice President and Chief Information Officer
* Senior Vice President for Enterprise Risk
* Senior Vice President for Equity
* Senior Vice President for External Affairs
* Senior Vice President for Human Resources
* Senior Vice President for Research
* Senior Vice President for Strategy
* Secretary of the University
* Board of Governors
* Board of Trustees
* University Senate.

For other areas of the University, please visit <https://academicaffairs.rutgers.edu/microcredentialing-and-digital-badging> to review their processes, included in the *Digital Badge Creation Process* section of the website.

**Guidelines**

**Badge essentials**:

* Identify the target audience(s) for whom the microcredential and digital badge is designed; for example, is the microcredential and digital badge limited to specific audiences, such as a training badge exclusively for Rutgers employees or a badge requiring a previous badge award as a prerequisite. How will you make the target audience aware of the digital badge?
* Research market information related to the need and/or usefulness of the microcredential and digital badge for students/participants and employers.
* Decide on a name of the microcredential and digital badge.
* Create a description of the microcredential and digital badging program, to illustrate the scope and focus of the learning. Consider whether the digital badge is:
  + Permanently awarded or time limited, and if time limited, the approximate expiration date and whether the digital badge is renewable.
  + Expected to be available at no cost or for a fee.
  + Associated with a for-credit course.
* Clearly articulate the level of mastery of the micro-credential or digital badge, to support scaffolded skills development. As an example, for illustration purposes: novice, intermediate, expert.
* Choose and design the badge visual identity following University Communications and Marketing (UCM) guidelines, found at <https://communications.rutgers.edu/services-resources/digital-badges>.

**Learning outcomes and assessment**:

* Clearly identify the learning goals and the expected learning outcomes for the student/participant in the badging program, listing the skills, knowledge, or experience objectives the awardee must achieve.
* Attach detailed assessment and outcome plans to the form. The assessment and outcome plans should:
  + Clarify whether the microcredential or digital badge is competency (practice)-based, awarded for the development of certain knowledge or a demonstrable skill, or activity (participation-based, awarded for gaining experience in an activity or area.
  + Clearly articulate the level of mastery of the microcredential or digital badge, if it is part of a sequence providing advancement in levels of skills development.
  + Develop a strategy to document achievement and periodically assess microcredential learning objectives. How will you know that learners have reached the expected outcome? How will achievement of the stated learning outcomes be measured?
    - As a competency-based example, participants complete a written reflection, short quiz, or graded assignment which is aligned with the program learning goals; it is scored based on a rubric and the badge is awarded to those who score above a pre-determined level of proficiency.
    - As a participation-based example, attendance is documented through written sign-in form, and an exit survey contains items assessing participant competencies as related to goals; badge is awarded to those who sign in and complete the exit survey.

**Considerations**:

* Avoid duplicating microcredentials offered elsewhere within Rutgers. Information on which badges and microcredentials are already offered can be found on the [current list of Rutgers Digital Badges](https://www.credly.com/organizations/rutgers/).
* Make participants aware of the expected modalities that the microcredential and digital badging program will offer – face-to-face experiences, online asynchronous, online synchronous, or hybrid.
* Have a plan in place to conduct annual assessments of the microcredentialing and digital badging program.
* Units that offer a badging or microcredentialing program should prepare an annual assessment report that is submitted to the appropriate governing unit (i.e., provost, dean, vice president, etc.).

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Refer to the accompanying Guidelines section for further information. Submit this form and accompanying attachments to [microcredentialsru@rutgers.edu](mailto:microcredentialsru@rutgers.edu). Need help? Contact [microcredentialsru@rutgers.edu](mailto:microcredentialsru@rutgers.edu).

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| --- | --- | --- | --- |
|  | **Description** | | |
| Area of the University: |  | | |
| Name of digital badge: |  | | |
| Submitted by: |  | | |
| Contact information: |  | | |
| Submittal date: |  | | |
| Target audience: |  | | |
| Modality (e.g., online, in-person, synchronous, asynchronous, hybrid) |  | | |
| Competency- or Participation-based: |  | | |
| Level of mastery (e.g., beginner, intermediate, expert) or N/A |  | | |
|  | | | |
| Permanently awarded? | | Yes | No |
| If no, approximate expiration (years or specific date) | |  | |
| If no, renewable? | | Yes | No |
| Duplication elsewhere? | | Yes | No |
|  | | | |
| **Check that all supporting documentation is attached:** | | | |
| Market information | | | |
| Communication plan | | | |
| Learning goals | | | |
| Detailed learning outcome assessment plan (including annual assessment) | | | |
| Achievement strategy | | | |
| Badge image | | | |

**For Office Use Only:**

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| **Review by the University-wide Microcredential Committee:** |
| Date: |
| Feedback Completed By: |
| Date Submitter Notified of Feedback: |