**Universitywide Microcredential and Digital Badge Proposal Form**

This form is for the use of Universitywide 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
* Intercollegiate Athletics

For other areas of the University, including all academic units, 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.

**Instructions:** Fill out the informational table along with a written narrative addressing the bolded headings below. Submit this form and accompanying attachments to [microcredentialsru@rutgers.edu](mailto:microcredentialsru@rutgers.edu). Need help? Contact [microcredentialsru@rutgers.edu](mailto:microcredentialsru@rutgers.edu).

**Informational Table**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Description** | | |
| Area of the University: |  | | |
| Name of digital badge: |  | | |
| Submitted by (name, title, office, contact information): |  | | |
| Person(s) Responsible for Program (name, title, office, 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 | | | |

\*Note: Participation-based programs are most appropriate for community service or programs related to event attendance. Competency-based programs are appropriate when a credential is issued for achievement of learning outcomes.

**For Office Use Only:**

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

**Course or Program Description**

* Describe the microcredential and digital badging program.
  + Provide a brief explanation of the subject matter.
  + Explain the structure of instruction and participation.
* Identify the name of the microcredential program and digital badge.
* Explain 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.

**Program Learning Goals, Achievement Strategy, and Assessment**

* Identify the learning goals and the expected outcomes for the student/participant in the badging program, listing the skills, knowledge, or experience objectives the awardee must achieve.
  + Clarify whether the microcredential or digital badge is competency (practice)-based, awarded for the development of certain knowledge or a demonstrable skill, or participation-based, awarded for gaining experience in an activity or area.
* Articulate the level of mastery of the microcredential or digital badge, to support scaffolded skills development, and how mastery will be evaluated.
  + 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 predetermined level of proficiency.
  + As a participation-based example, attendance is documented through a written sign-in form, and an exit survey contains items assessing participant competencies as related to goals; a digital badge is awarded to those who sign in and complete the exit survey.
* If a microcredential is part of a sequence providing advancement in levels of skills development, describe the connection between credentials.
* Describe your 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? If you use a third party provider for delivery of content or marketing, how do you assess that third party provider?
  + Units that offer a badging or microcredentialing program should periodically prepare an assessment report that is submitted to the appropriate university leadership (e.g., Director or Vice-President of the unit) and the Office of Academic Assessment and Accreditation (evpaa-oaaa@rutgers.edu).

**Business Model/Budget Synopsis/Resources**

This section should provide a clear and concise overview of the financial implications and resource allocation required to implement the proposed program. Please be specific about the following:

* Resource Allocation: Explain how the program will affect the allocation of existing resources, including potential reallocations or new budget requests.
* Other Costs: Specify any additional costs, such as equipment, software, or training, that will be incurred.
* Staff Commitment: Detail the amount of time current staff members will dedicate to the program and additional staff needs.
* Resource Trade-offs: Identify areas where resources may need to be reduced or reallocated to accommodate the new program.

**Market Information**

* 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?
* Provide market information related to the need and/or usefulness of the microcredential and digital badge for the target audience.
* Explain whether similar programs exist at the university, and how the proposed program differs from existing programs.
  + Avoid duplicating microcredentials offered elsewhere within Rutgers. Information on which digital badges and microcredentials are already offered at Rutgers can be found on the [current list of digital credentials](https://academicaffairs.rutgers.edu/what-digital-badges-does-rutgers-offer).

**Communication Plan**

* Present a plan for informing the community about the microcredential program and requirements for earning the digital credential
  + 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.

**Badge Image**

* Choose and design the badge visual identity following University Communications and Marketing (UCM) guidelines, found at <https://communications.rutgers.edu/services-resources/digital-badges>.
* Include the image of the badge or badges.