# **New Brunswick Digital Badge Proposal Guide**

**Guidelines for developing a Digital Badge Proposal**

**Badge essentials**:

* Identify the target audience(s) for whom the digital badge is designed; for example, is the 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 digital badge for students/participants and employers. Consult with alumni and industry advisory groups to get feedback on the types of badges employers in particular fields would find valuable.
* Name the digital badge.
* Create a description of the 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 or program.
* Clearly articulate the level of mastery of the digital badge, to support scaffolded skills development. As an example, for illustration purposes: foundational, intermediate, advanced.
* 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.
* Develop detailed assessment and outcome plans. The assessment and outcome plans should:
  + Clarify whether the 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 digital badge, if it is part of a sequence providing advancement in levels of skills development.
  + Develop a strategy to document achievement and annually assess 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.
* For assistance developing learning goals and assessment plans, you may want to consult with the instructional designers or assessment support staff in your School, the [Office of Teaching Evaluation and Assessment Research (OTEAR)](https://otear.rutgers.edu/), or [Teaching and Learning with Technology (TLT)](https://tlt.rutgers.edu/). Useful information can also be found here: <https://www.cmu.edu/teaching/designteach/design/learningobjectives.html>

**Considerations**:

* Be aware of digital badges and other microcredentials offered by other Rutgers units that may have overlapping objectives to the proposed badge. Information on existing badges and microcredentials can be found on the [current list of Rutgers Digital Badges](https://newbrunswick.credentials.rutgers.edu/issuer/90884/credentials). Be able to articulate to potential participants how your badge differs from others that have similar objectives or have overlapping content or why your unit is particularly well-positioned to offer this badge.
* Make participants aware of the expected modalities that the digital badging program will offer – face-to-face experiences, online asynchronous, online synchronous, or hybrid.
* Have a plan to conduct annual assessments of the digital badging program.
* Units that offer a badging program should prepare an annual assessment report that is submitted to the appropriate governing unit (i.e., provost, dean, vice president, etc.).

If you have any questions about developing a digital badging proposal, please contact [nb\_digitalbadging@nbcp.rutgers.edu](mailto:nb_digitalbadging@nbcp.rutgers.edu) .

**Draft Proposal Form:**

*Disclaimer:* All proposal forms must be submitted to [Qualtrics](https://rutgers.ca1.qualtrics.com/jfe/form/SV_eeBPcHXh4TSnpTU). This word document is for information purposes and to draft your proposal form in preparation for submission.

If you have any questions about the proposal form, please contact [nb\_digitalbadging@nbcp.rutgers.edu](mailto:nb_digitalbadging@nbcp.rutgers.edu)

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| --- | --- | --- | --- | --- |
|  | **Description** | | | |
| Program/Department/Unit  proposing badge |  | | | |
| School or Cabinet Officer | <Dropdown menu>  DRC, HC, EJB, GSAPP, GSE, MGSA, RBS-NB, SoE, SAS, SC&I, SEBS, SGS, SMLR, SSW  Undergrad Ed, Student Affairs, R-Comm, Academic Affairs, Research, Finance, RU Global | | | |
| Submitted by: |  | | | |
| Contact information for submitter: e-mail and netid |  | | | |
| Badge manager |  | | | |
| Contact information for badge manager: email and netid |  | | | |
| Submittal date: |  | | | |
| Name of digital badge |  | | | |
| Catalog description to be included on badging platform |  | | | |
| Badge type (University definitions linked to visual identity scheme) | <Dropdown menu>  **Shield** - Academic Program badges  **Circle** - Student Life Program badges  **Hexagon** - Professional Development Program badges  **Square** - Standalone or other program badge types | | | |
| Target audience | <Dropdown menu>  (Check all that apply.) ¨Alumni¨ Matriculated students ¨ Non-matriculated students ¨ Graduate students ¨ Undergraduate students ¨ Post-baccalaureate students ¨ Prospective new students. ¨Rutgers Staff ¨ Rutgers Faculty ¨Other (please specify) | | | |
| Learning goals:  Describe 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 will achieve. |  | | | |
| Assessment plan:  Describe how the learning outcomes are assessed and what measures are in place at the proposing unit to ensure that outcomes are met.  How will you assess the success of your badging initiative for your department? Participants? Other stakeholders?  Who will be responsible for carrying out this plan? |  | | | |
| Expected benefits/rationale of badge:  How will you communicate the value of this badge to the target audience? |  | | | |
| Connection to Academic Master Plan:  Does this support any of the pillars in the Academic Master Plan (AMP)? If so, which one(s) and how?  <https://newbrunswick.rutgers.edu/academic-master-plan> |  | | | |
| Eligibility requirements/prerequisites for participants and Earning Criteria for badge |  | | | |
| List of skills learned and/or demonstrated for the target audience (i.e facilitation, project management) |  | | | |
| Modality | <Dropdown menu>  Online synchronous, online asynchronous, in-person, hybrid | | | |
| Level of mastery | <Dropdown menu>  Participation-based  Competency – foundational  Competency – intermediate  Competency –advanced | | | |
| Stackability: If the badge is stackable, please describe the stacking plan. |  | | | |
|  | | | | |
| Permanently awarded? | | | ☐ Yes | ☐ No |
| If no, approximate expiration (years or specific date) | | |  | |
| If no, renewable? | | | ☐ Yes | ☐ No |
| Possible duplication:  Please review the [current list of Rutgers Digital Badges. Does the proposed badge overlap with, or duplicate, an existing badge?](https://newbrunswick.credentials.rutgers.edu/issuer/90884/credentials)  If "yes," please list other badges that share some content with this badge and explain what differentiates your program. | |  | | |
| **Check supporting documentation attached:** | | | | |
| ☐ Dean’s office or Chancellor-Provost Cabinet member endorsement (required) | | | | |
| ☐ Badge image | | | | |
| ☐ Other (please describe) | | | | |