

Interested in offering a micro-credential? All badge proposals must be submitted to the Office of the Registrar for evaluation and approval.

Before submitting a micro-credential proposal, please review the following steps in preparation. Click the links below to skip ahead to certain steps.

- [Step 1: Identify what credentials you would like to offer](#)
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### Step 1: Identify what credentials you would like to offer

Please see the below chart for a list of the questions you will be asked in the proposal process. Until the Courseleaf form is published, a fillable version of the proposal will be sent to you after you express interest in proposing a badge.

Element	Required or Optional	Description
Authorizing Unit	Required	<ul style="list-style-type: none"> <li>• Department, Unit</li> <li>• Point of Contact Name, Title, Email</li> <li>• Dean/Director Level Approval (name/signature)</li> </ul>
URL	Required	<ul style="list-style-type: none"> <li>• The badge can link to a program or department URL/webpage. The page should give additional information about the badge or contextual information about the unit/department. The page should be a public-facing URL (not behind a login).</li> </ul>
Labor Market Demand	Required	<ul style="list-style-type: none"> <li>• What evidence was used to identify need/demand for the badge?</li> <li>• How many students do you expect to earn this badge in an academic year? (Just provide a range)</li> <li>• Describe the reasons for proposing this micro-credential. How does it benefit your department/division, align with campus/divisional goals, and/or add value to existing programs and activities?</li> </ul>
Earners Impact	Required	<ul style="list-style-type: none"> <li>• Describe how this micro-credential will benefit learners. What are the educational and career objectives of the badging opportunity (i.e., teaching new skills, up-skilling)? This information may be included in digital badges and can help provide learners with language to help articulate their learning on future applications, cover letters, and in interviews.</li> <li>• Describe any external value propositions of this micro-credential. What purpose might it serve for outside stakeholders such as employers, professional organizations, and future academic institutions where students may enroll?</li> </ul>
Accessibility	Required	<ul style="list-style-type: none"> <li>• Please describe the admission requirements and/or steps to declare/enroll in the micro-credential program. (Is this for students in a degree-seeking program, continuing education, in partnership with a camp or conference?)</li> </ul>

Element	Required or Optional	Description
Demonstrating Competency and Learning Assessment	Required	<ul style="list-style-type: none"> <li>What are the specific micro-credential requirements that will be published in the micro-credential catalog (courses, experiences, workshops, projects, etc.)? This is the criteria or activity learners must complete to fulfill this micro-credential's requirements, learning outcomes, and (if applicable) competencies. You can list several criteria. For each requirement, please select an associated activity and provide a short description (ex. Assessment – Pass all assignments and exams during the course; Portfolio – Create a web design portfolio). If you would like to include links for the earning criteria, please provide the links as well. <ul style="list-style-type: none"> <li><i>Available activities: Application, Assessment, Badge, Course, Credential, Education Experience, Member, Participant, Payment, Portfolio, Presenter, Project, Professional Experience, Schedule/Registration, Volunteer, or Other.</i></li> </ul> </li> <li>Links to learning artifacts (such as presentations, videos, documents, websites) may be included in digital badge metadata. When learners share their badges, they are also able to share digital evidence that validates their achievements. Badges issued for noncredit micro-credentials or for credit micro-credentials with noncredit components can include links to evidence that demonstrate how they met the micro-credential's criteria. What digital artifacts will learners produce?</li> </ul>
Market Research	Required	<ul style="list-style-type: none"> <li>Have you completed market research into the DU and external badge market? If yes, please describe the results of your research here.</li> <li>Have you ensured there are no other existing DU badges relating to this subject area?</li> <li>If yes, then is this badge competitive or marketed differently? How so?</li> <li>Describe the potential to enhance the reputation of DU.</li> </ul>
Budget	Required	<ul style="list-style-type: none"> <li>Describe anticipated expenses to offer this micro-credential.</li> <li>Describe the cost or fees charged to the earner and the process used to set these costs or fees.</li> </ul>
Badge Attestations	Required	<ul style="list-style-type: none"> <li>Are the instructor(s) for this badge experience approved by the "authorizing unit?" If no, please explain why.</li> <li>Is there a contact hour minimum? If yes, what is it?</li> <li>Is an assessment required? If yes, what is it?</li> <li>Does this badge provide a benefit for current or future employment? If yes, please describe.</li> </ul>
Instructors/Issuer	Required	<ul style="list-style-type: none"> <li>Name(s)</li> <li>Title(s)</li> <li>Contact email(s)</li> <li>Who is the issuing authority? (Instructor, program director, dean)</li> </ul>
Badge Title	Required	<ul style="list-style-type: none"> <li>What is the badge title? Must be a name not already in use. <b>50-character max.</b> Consider naming conventions across your program when naming your badges.</li> </ul>
Short Description	Required	<ul style="list-style-type: none"> <li>Describe the badge. This is a short and concise description of the achievement. Ideally, this field should answer the question, "What is this individual capable of now that they have this badge?". <b>500 characters max (including spaces).</b> <ul style="list-style-type: none"> <li><i>Try to avoid statements that highlight what it takes to earn the badge rather than what someone is capable of after they earn it.</i></li> <li><i>Try to avoid canned marketing language, like advertisements enticing people to take a course.</i></li> <li><i>Articulating the things someone is capable of doing now that they have earned the badge will make the badge more meaningful to someone unfamiliar with the course or learning activity you are badging.</i></li> <li><i>Focus less on topics covered, and more about what they mean for learners and the employers and others with whom they will share the badge.</i></li> </ul> </li> </ul>

Element	Required or Optional	Description
Long Description	Optional	<ul style="list-style-type: none"> <li>Describe the badge. This is a long description of the achievement. Ideally, this field should answer the question, "What is this individual capable of now that they have this badge?".               <ul style="list-style-type: none"> <li>Try to avoid statements that highlight what it takes to earn the badge rather than what someone is capable of after they earn it.</li> <li>Try to avoid canned marketing language, like advertisements enticing people to take a course.</li> <li>Articulating the things someone is capable of doing now that they have earned the badge will make the badge more meaningful to someone unfamiliar with the course or learning activity you are badging.</li> <li>Focus less on topics covered, and more about what they mean for learners and the employers and others with whom they will share the badge.</li> </ul> </li> </ul>
Skills Tags	Required	<ul style="list-style-type: none"> <li>What skills are acquired or demonstrated in the micro-credential? Skills tags are usually one or two words. Our badging system allows connecting/linking a badge to skills contained in a Skills Library. You must identify at least one skill.</li> </ul>
Industry Standards	Optional	<ul style="list-style-type: none"> <li>Does this micro-credential have relevant assertions that align with external/3<sup>rd</sup> party standards, frameworks, and/or certifications (e.g., NACE, National/State standards, industry-recognized certifications, ISO/ANSI standards, educational standards, company policies and standards, institutional commitments, or value statements)? If so, please list and provide links for reference.</li> </ul>
Badge Classification	Required	<ul style="list-style-type: none"> <li>Category – Please indicate the category for this badge. Available badge levels are: Curricular, Co-Curricular, and Professional Development.               <ul style="list-style-type: none"> <li><u>Curricular</u>: Select credit-bearing course(s) normally taken and/or are degree requirements that represent a micro set of defined, workplace-ready skills. Curricular micro-credentials may also contain co-curricular or professional development components, and at the minimum include at least one credit-bearing course equaling 1.00 quarter hour or more, a declaration of program intent from students, and an additional micro-credential earning component. Curricular micro-credentials are not awarded for larger programs of study, such as degrees and graduate certificates. <i>(Examples: Traditional undergraduate- or graduate-level courses with course numbers ranging from 1000 and up in addition to a micro-credential earning component)</i></li> <li><u>Co-curricular</u>: Classes and experiential workshops taken outside of a traditional course of study. Co-curricular micro-credentials may also contain professional development components but at the minimum comprise of at least one co-curricular/experiential class or workshop. <i>(Examples: Continuing Education Unit (CEU) programs, non-credit classes and workshops)</i></li> <li><u>Professional Development</u>: Opportunities where the learning modality is based on observation and reflection, and does not contain curricular or co-curricular courses. <i>(Examples: Faculty/staff/student learning seminars, career competency development)</i></li> </ul> </li> <li>Level(s) – is this a leveled badge? Leveled badges can be offered for any of the three classifications (Curricular, Co-Curricular, Professional Development). Brand new badge programs seeking levels must submit proposals for Level 1 and 2 at the same time. Non-level, existing badges can be re-evaluated for a level classification upon submission of an edited proposal for the existing badge and a new proposal for at least a Level 2 badge.               <ul style="list-style-type: none"> <li><u>Level 1</u>: Level 1 badges show that earners have gained the core skills and frameworks necessary to demonstrate competency. Completion of this level signifies the learner has a beginner level mastery of the subject or skills. These badges are part of a sequence of badges (Level 1 to Level 2, or Level 1 through Level 3).</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li><b>Level 2:</b> Level 2 badges expand upon the skills earned on Level 1 and provide further specialization. The criteria to earn these badges is more rigorous. Completion of this level signifies the learner has a professional level mastery of the subject or skills. These badges are part of a sequence of badges (Level 1 to Level 2, or Level 1 through Level 3).</li> <li><b>Level 3:</b> Level 3 badges represent mastery of the skills contained in the badge. The earner has completed a substantial curriculum to earn this micro-credential. Completion of this level signifies the learner has a specialist level mastery of the subject or skills. These badges are part of a sequence of badges (Level 1 to Level 2, or Level 1 through Level 3).</li> <li>Is this a Stackable badge? If so, please list the smaller stacked badges (<b>min. 2 badges</b>). Individual badges can stack into a larger credential to represent a wider set of skills. A stackable digital badge can consist of a combination of un-leveled or leveled badges.</li> <li>Is there a Co-Sponsor? If so, please provide the co-sponsor logo.</li> </ul>
<b>Badge Attributes/ Search Terms</b>	<b>Required</b>	<ul style="list-style-type: none"> <li>You may select a set of attributes for the badge that allows someone to search from a library of badges. These filters include: <ul style="list-style-type: none"> <li><b>Type:</b> Experience; Learning; Validation; Certification</li> <li><b>Time:</b> Hours; Days; Weeks; Months; Years</li> <li><b>Cost:</b> Free; Paid</li> </ul> </li> </ul>
<b>Recommendations</b>	Optional	<ul style="list-style-type: none"> <li>The badge can direct a learner to other related badges with phrasing like “you might also be interested in...” <ul style="list-style-type: none"> <li><i>Is this badge associated with other badges you offer?</i></li> <li><i>You will not be able to select the recommended badge unless that badge is already published.</i></li> </ul> </li> </ul>
<b>Date of Issuance</b>	<b>Required</b>	<ul style="list-style-type: none"> <li>Date of issuance can set date(s) annually or on a rolling basis.</li> </ul>
<b>Expiration Date</b>	Optional	<ul style="list-style-type: none"> <li>If technical skills or competency is related to specific versioning or time sensitive.</li> </ul>

### Step 2: Submit proposal in CourseLeaf

Once you have compiled all necessary information, email your proposal to [Bianca.Kumar@du.edu](mailto:Bianca.Kumar@du.edu).

**Please note: the Courseleaf proposal form is still under construction. Updated links and instructions will be included here when available.**

### Step 3: Gain Credly access

Once your proposal is approved, the Office of the Registrar will introduce you to Credly, DU’s micro-credential and badging platform. Departments will have certain access privileges in Credly that enable them to view and edit awarded badges. All micro-credentials offered by DU are listed on the Credly platform and all participating schools are listed on DU’s main micro-credential webpage as participating schools.

### Step 4: Create marketing materials and/or micro-credential webpage

DU has a shared resources folder containing email/communication templates and marketing resources for micro-credentials. Departments are welcome to use and modify the default email templates to communicate with their earners about how to accept their badges. Additionally, marketing and webpage examples are also contained in this shared drive.

[DU Micro-credentials & Badging Resources](#)

Departments are encouraged, but are not required, to create their own micro-credential and badge webpage for their websites. [The Office of the Registrar’s micro-credential webpage](#) contains a summary of the badging program – departments may choose to copy this information and include any additional info about their own offerings as they see fit.

### Step 5: Launch micro-credential/badge

Work with the Office of the Registrar to find a launch date for your badge

### Step 6: Award badges

Badges can be awarded one of two ways – directly via Canvas or by uploading a .CSV file into Credly. The Office of the Registrar uploads .CSV files into Credly. Please communicate with the Office of the Registrar (contact: [Bianca.Kumar@du.edu](mailto:Bianca.Kumar@du.edu)) to determine which method works for your unit.

### Contact Information

Please contact [Bianca.Kumar@du.edu](mailto:Bianca.Kumar@du.edu) in the Office of the Registrar for questions related to micro-credentials/badging.

#### **Bianca Kumar**

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### Links

#### [University of Denver – Credly platform](#)

(<https://www.credly.com/organizations/university-of-denver/badges>)

#### [University of Denver – Micro-credentials and Badges](#)

(<https://www.du.edu/registrar/academic-programs/micro-credentials-badges>)