

# CedMA CONFERENCE 2021

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**Drive Engagement and Recognition with Digital Credentials**

*Dr. Susan Manning and Katie Sievers, Credly*



# **WE ARE CURIOUS**

**Is your organization  
issuing digital credentials?**

Yes or No...tell us in chat, please.



# **WE ARE CURIOUS**

**Have YOU ever earned a  
digital credential?**

Yes or No...tell us in chat, please.

# WE ARE CURIOUS



**How familiar are you with  
digital credentials?**

Put a number in chat, please.

**01**

No knowledge at all

**02**

Some knowledge

**03**

Near expert status!

# AGENDA

**01**

About Credly

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**02**

What are digital credentials?

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**03**

What do successful programs have in common?

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**04**

Best practices for digital credentialing

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**05**

Success in practice

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**06**

Discussion

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# About Credly

To create a world where every person can achieve their **full potential** based on their **verified skills**, Credly helps organizations make **better decisions** based on trusted information about what people know and can do.

The world's most recognizable hosting providers, development platforms, SaaS products, and technology companies use Credly to manage their credential programs.



# What is a digital credential?

- Portable
- Verifiable
- Data-rich

The screenshot shows a digital credential for 'Adobe Certified Expert - Premiere Pro CC'. It includes a purple 'EXPERT Pr' badge, a 'Verified Issuer' label, a list of skills, earning criteria, and an 'Insights' section with a bar chart of job titles and a table of postings. Annotations highlight 'Brand Recognition', 'Skills Tags', 'Earning Criteria', and 'Tied to Labor Market Data'.

**Brand Recognition**

**Skills Tags**

**Earning Criteria**

**Tied to Labor Market Data**

**Adobe Certified Expert - Premiere Pro CC**  
Issued by [Adobe](#)  
**Verified Issuer**

The Adobe Certified Expert badge is a purple ribbon with the word 'EXPERT' in white and the Adobe Premiere Pro logo 'Pr' in white. Below the badge is a link for 'Additional Details'.

**Skills**

Adobe, Adobe Media Encoder, Adobe Premiere Pro, Color Correcting, Creative Cloud, Documentary Director, Movie Design, Movie Editing, Multimedia Editing, Stereoscopic 3D, Video Editor

**Earning Criteria**

- Complete an Adobe Premiere Pro CC training course or self-study training
- Acquire a minimum of 3 years' experience with Premiere Pro CC
- Pass the Adobe Certified Expert Exam: Video Communication Using Adobe Premiere Pro CC

**Insights**

**TOP JOB TITLES**

Graphic Design	86
Virtual Communication Marketing Management Intern	53
Video Making Editing	44
Video Editor	36
IBM Corporate Communications Video Specialist	20

**POSTINGS**

Show More

# Adding value for...

- Credential issuers
- Credential earners
- Credential consumers



**35M+**  
**Credentials issued**  
on the Credly  
Network



**3.4M+**  
**Badge shares**  
from Credly to social  
networks in 2020



**2.9M+**  
**Clicks**  
from Credly to customers'  
websites in 2020



**525K**  
**Views**  
to product/technology  
badges on Credly  
every month in 2020



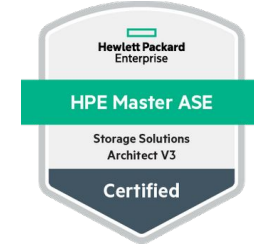
**130K**  
**Clicks per month**  
to verify individual product  
certification badges on  
Credly in 2020



**95%**  
**Percentage**  
of top IT certifications  
issued on Credly



# WHAT DO SUCCESSFUL PROGRAMS HAVE IN COMMON?



# Best Practice #1:

## Set Clear Goals

### Successful programs:

- Align on a clear mission
- Set goals and success metrics
- Consider their stakeholders

### Common pitfalls:

- “We just have to get this one badge out there ASAP”
- “Nothing is changing from what we are already doing”
- “Isn’t this just about brand awareness?”

### Questions:

- What are your customer education program goals?
- How do you measure success?
- Who cares?

# Best Practice #2:

## Get Buy-in

### Successful programs:

- Get marketing involved immediately
- Talk to industry experts
- Plan for growth

### Common pitfalls:

- “We don’t need marketing support”
- “Governance doesn’t apply to us”
- “This is the only thing we’re using digital credentials for”

### Questions:

- How are your relationships with other teams?
- What challenges do you have/anticipate with getting buy-in?

# Best Practice #3:

## Get Taxonomy Right

### Successful programs:

- Center on skills
- Define terminology
- Get the “grain size” right
- Consider credential management

### Common pitfalls:

- “We’re badging for everything”
- “We really just want to get this one badge out now”
- “We haven’t figured out recertification yet”

### Questions:

- What do your learning paths look like?
- At which points are people demonstrating resume-worthy achievements?
- How do you handle “versioning”?

# Best Practice #4:

## Evaluate and Iterate!

### Successful programs:

- Start with an evaluation plan intact
- Gather data about various stakeholders
- Use that data to improve their program

### Common pitfalls:

- “We don’t know our learners’ goals or how our program impacts their careers”
- “Executives only care about how much revenue we’re generating”
- “We don’t report our outcomes”

### Questions:

- How do you measure your customer education program’s ROI?
- Who are you trying to help? What do they care about?
- What data do you use when you’re making programmatic decisions?

**Your turn.**

# What Success Looks Like

## ForgeRock



Certification exam volume **skyrocketed by 751% within 6 months** of ForgeRock's digital credential program launch



Certification exam volume increased by **96% year-over-year**



**69%** of customers secured **new or repeat business** because of a ForgeRock digital credential

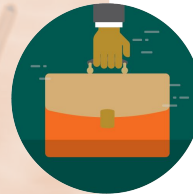


# What Success Looks Like

## Snowflake



**96%** of earners consider their Snowflake digital credential **valuable**



**45%** of earners got a raise, promotion, or new job because of their Snowflake digital credential



**76%** of respondents are somewhat or very likely to **pursue additional digital credentials** from Snowflake

**Success begets success.**

# QUESTIONS & DISCUSSION



Live sessions



Networking  
opportunities



Virtual Expo Hall



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# THANK YOU

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