Round 1 Table Overarching Question: **What are the things which should be considered before starting a badge program?**

- Who is your audience?  Degree-bound students, non-degree bound students?  Working Professionals? High School Students?
- Will the digital credential be exclusive to the online environment or have meaning or value across different modalities?  F2F, blended? Credit vs. Non-Credit?
- What about timelines and deadlines?
- What is your marketing strategy?  Direct marketing vs. digital marketing. Local market vs. the national and/or international market.
- How do you balance employer needs with university processes and resources? (i.e. traditional academic calendars, faculty sabbaticals, University, and departmental level accreditation requirements and limitations, Curriculum review and approval processes.

Round 1 Table Overarching Question: **What are the things which should be considered before starting a badge program?**

- How do you work with your admission and registration offices? University Admission Processes and Enrollment deadlines, the need for University Email and a Blackboard account can sink your program.
- How do you get faculty and institutional buy-in and cooperation?
- How do you measure success? What could be the key performance indicators of success?
**Round 2 Table Overarching Question:** What are some strategies for identifying and documenting competencies most relevant to employers? Pros/Cons

- Do you have access to:
  - Focus Groups
  - Survey’s
  - Advisory Boards
  - Faculty
  - Community Groups – Chambers of Commerce and other Business Groups, Workforce Alliance
  - Government – State Chamber of Commerce, Agency Data
  - Professional Associations and Organizations at the National, State and Local membership levels.

- Can you reach out to business advisory group members?
- Can you hold a regional industry sector summit?
- Can you reach out to trusted employers?
- How do you identify and market the value, opportunities, and benefits of digital credentials?

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Round 3 Table Overarching Question: **What is the best advice you would give to someone who is starting or currently implementing digital badges in mobile learning?**

- Have you developed a digital credential strategy and vision?
- Did you set up a governance plan? Who can create/suggest badges? Who can issue? Who can revoke/revise? Who can expire? Who can renew? Can anyone create a badge? What happens if there are competing badges proposed by different departments? (similar to how some courses are technically the same but published under a different department and course code?)
- What does your competency framework look like? Have you spelled out what competency means? Are you digital credentialing participation, completion and/or skill levels?
- What does the digital credential taxonomy look like? Micro and macro badges? Fundamental, intermediate, advanced, mastery…..
- Have you surfaced your prototype digital credentials inside and outside of your institution?