



Practical Steps to Effective Credentialing: Lessons from General Assembly



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*Where are you in your
digital credentialing journey?*



The Rise of Digital Credentials and Badging

Badge Count 2022

Detailed findings on the remarkable growth in the use of Open Badges.

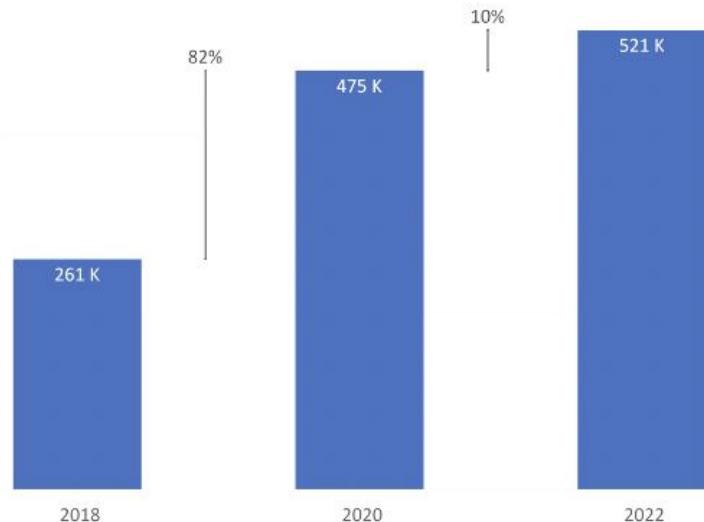


Credential
Engine™

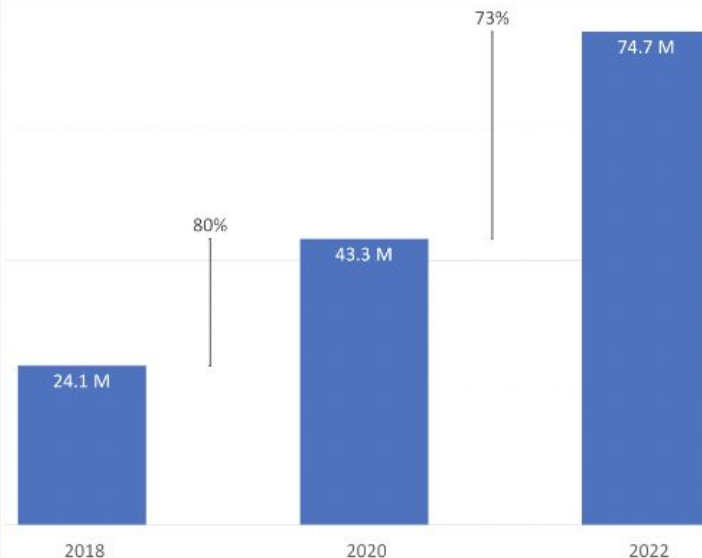


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Available Open Badges



Issued Open Badges



INSTRUCTURE

What Are Digital Credentials?

Digital credentials are verified, portable representations of a learner's skills and achievements.

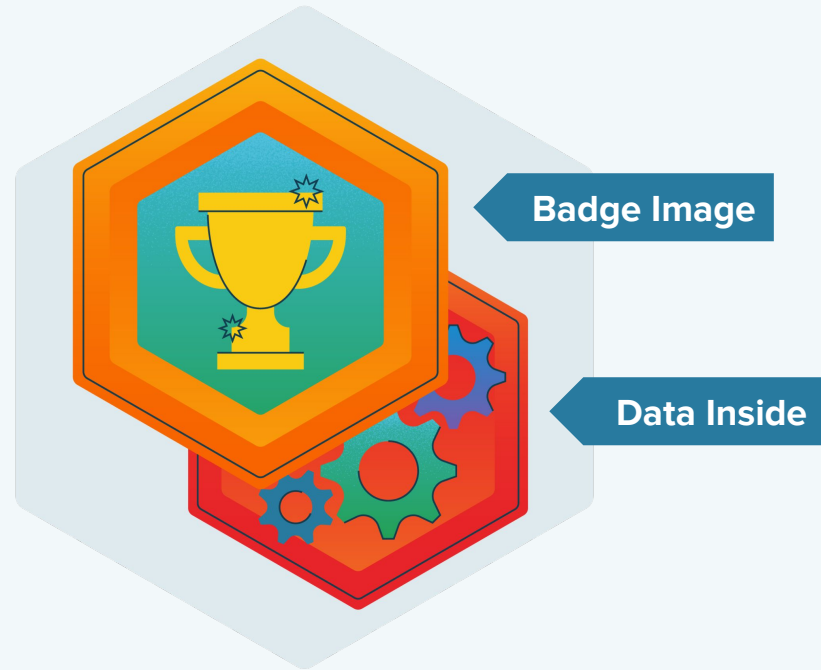
Types of credentials:

- Microcredentials
- Digital badges
- Certificates of completion
- Industry-recognized certifications

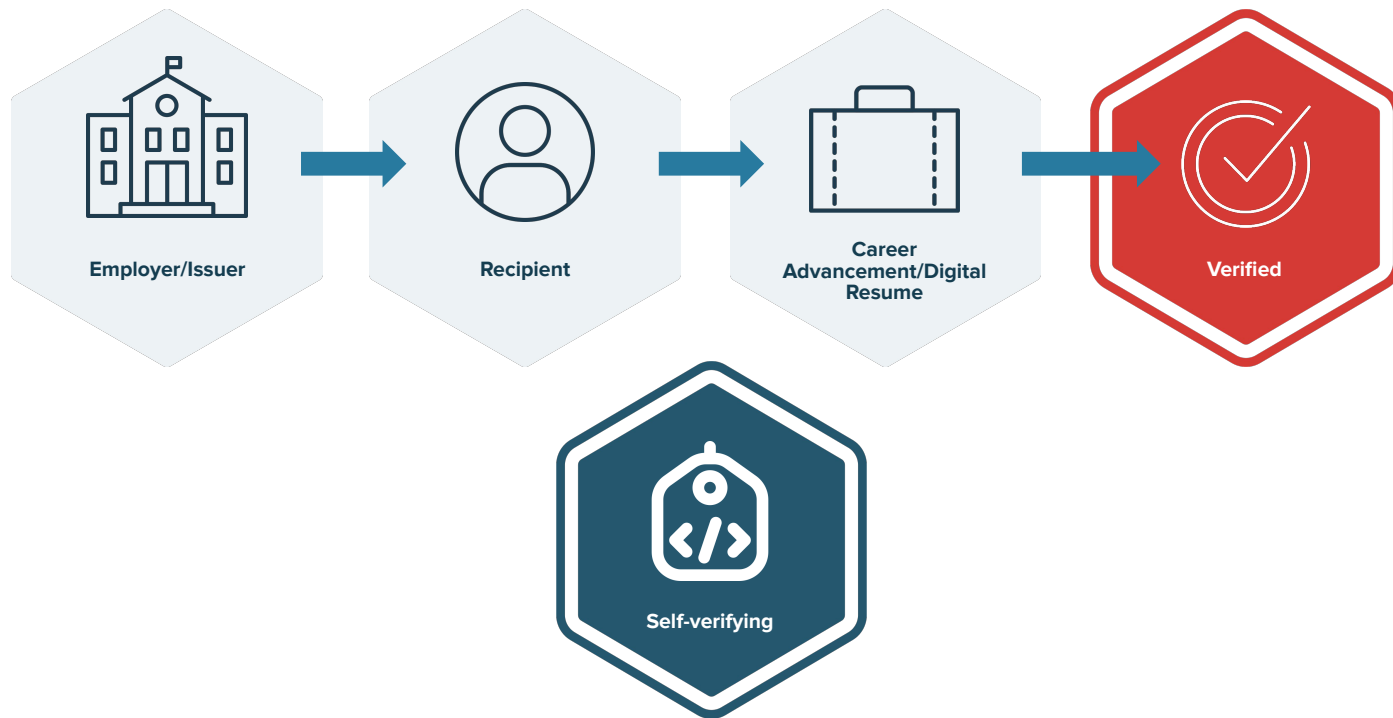


How Digital Credentials Work

1. Earning a Credential
2. Badge Design & Verification
3. Sharing & Recognition
4. Job Market Alignment



Badges - Verifiable vs Self-verifying



Why Credentials Matter in Today's Workforce

Problem



Employers struggle to **verify skills**.

Education doesn't always **match industry needs**.

Impact

Helps **showcase real skills** to employers.

Provides lifelong learning **recognition**.

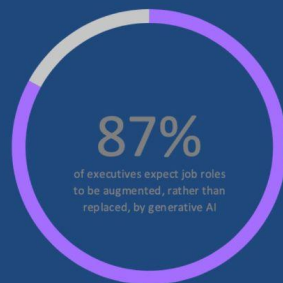
Opportunity

Upskill/reskill employees.

Provide **structured** learning validation.

People skills are essential in the AI era

Executives estimate that **40% of their workforce need to reskill** due to implementing AI and automation over the next three years.



IBM



How General Assembly Built a Scalable Badging Program

Why General Assembly Needed Canvas Credentials

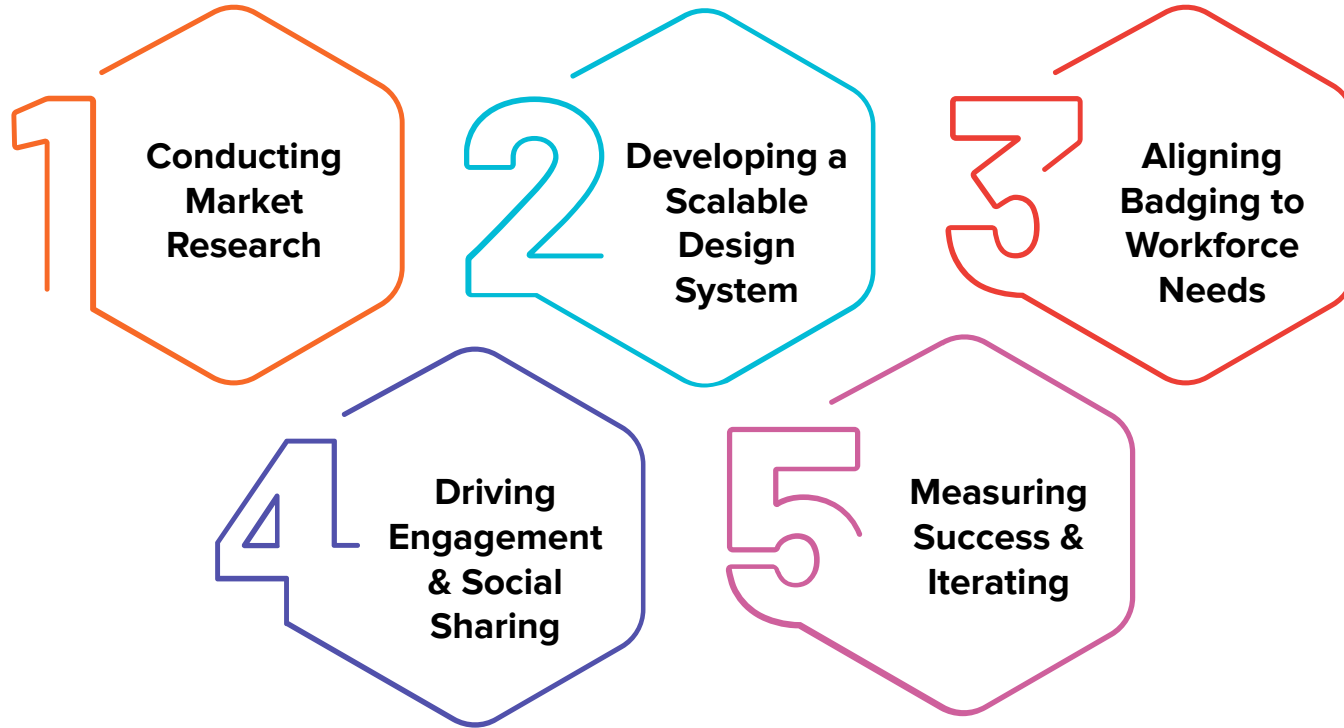
GA lacked a badging solution:

- No verification of learner accomplishments
- No job market skill recognition
- Low brand awareness

The Goal: Transition to a scalable, employer-recognized badging system with GA customized certificates.



How General Assembly Got Started



Lessons Learned & Best Practices

1. **Remember your personas:** Consumer learners and Enterprise learners have different needs and expectations.
2. **Stay close to content developers:** The earning criteria should align with real learning outcomes.
3. **Encourage engagement:** Learners won't share if they don't see the value.
4. **Credentials should be portable, verifiable, and aligned with workforce trends.**
5. **Continually improve:** Use feedback to iterate on badge design and messaging.



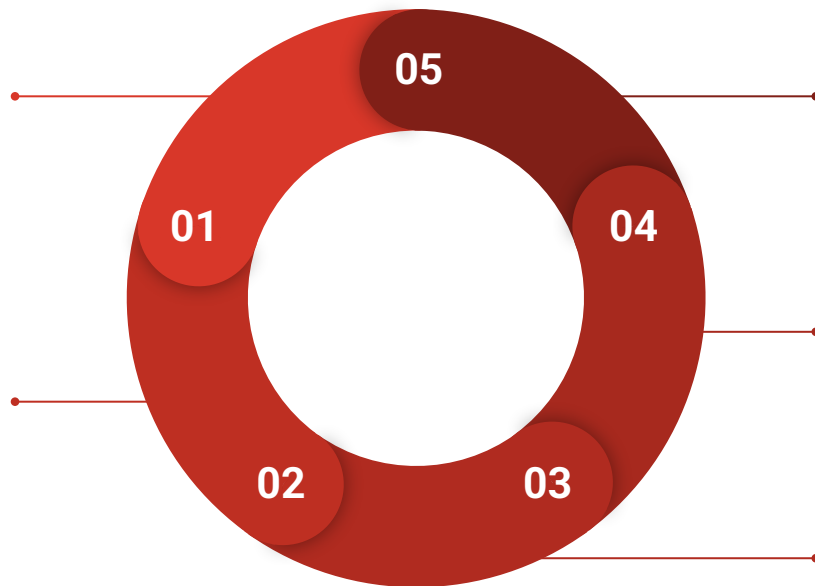
Tips for Getting Started

Define your goals

Set a clear vision—are you aiming to boost employability, validate skills, or enhance learning pathways? Your goals shape the entire credentialing strategy.

Understand your learners and employers

Identify the most in-demand skills and align credentials with real-world needs. Credentials should be meaningful to both learners and hiring managers.



Communicate their value

Drive adoption by making it easy and rewarding to share. Use compelling messaging to encourage learners to showcase their achievements on LinkedIn, resumes, and beyond.

Make credentials actionable

Tie badges to job opportunities by integrating skill tagging and employer recognition. A credential should be more than a badge—it should open doors.

Develop a clear credentialing framework

Establish structured tiers (e.g., beginner, advanced, expert) and ensure consistency in design, criteria, and verification. Scalability is key!



Questions?



Thank You!