

## Open Badge Network

### O1A3 Associate Partners – Internal Briefing Document

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## Executive Summary

This document is an internal briefing document for Open Badge Network partners to outline what an Associate Partner is and how we recruit and work with them. This document will provide a reference point throughout the project to support this activity. This document will be used to create public facing information for Associate Partners that will be made available via the OBN Portal. This document will also provide a template invitation for partners to use to share with their networks and contacts. A list of Associate Partners will be available via the OBA Portal and further details logged within the OBN dissemination matrix.

## OBN Associate Partners (APs)

### Why does OBN need APs?

- To promote open badges and support organisations to implement badges in their settings
- To build a network of experts who can provide support and examples of best practice for Open Badges across Europe
- To develop an audience to contribute towards OBN outputs and activities
- To identify strategic partners who are able to amplify the work of OBN at a national/pan-European level
- To identify partners to form the OBN steering group in 2017
- To develop synergies with other OB networks like Badge Alliance

### Who are they?

- Organisations/individuals already actively contributing to the Open Badge Ecosystem by running projects and developing models of best practice (they can use and share the tools created by OBN)
- Organisations/individuals wishing to develop their knowledge and/or establish Open Badge networks within Europe
- Network leaders who can support the dissemination of OBN outputs across Europe (These will range across learning, employment, voluntary settings)
- Policy Leaders/National Agencies who can influence change at a national/European level
- Thought Leaders /Influential individuals who can both inform and share OBN work within Europe and globally
- Employers or other organisations who can help raise awareness through recognising or endorsing badges



## Examples of APs

APs can be organisations working at a Territory Level, at European Level or from outside of Europe but contributing to the development of the European Ecosystem.

### **Territory - JISC**

#### **Who are they?**

The UK higher, further education and skills sectors' not-for-profit organisation for digital services and solutions. They champion the importance and potential of digital technologies for UK education and research.

#### **How could they support OBN?**

Promote Open Badges across their UK-wide network and contribute to OBN outputs from a HE perspective.

### **European - The Alliance of European Voluntary Service Organisations**

#### **Who are they?**

The Alliance of European Voluntary Service Organisations is an International Non-Governmental Youth Organisation. It represents national voluntary service organisations, which promote democratic youth participation, intercultural education, understanding and peace through voluntary service.

#### **How could they support OBN?**

Promote the use of Open Badges to recognise volunteers across their network of volunteer organisations.

### **Extra-European - Mozilla**

#### **Who are they?**

The non-profit Mozilla Foundation created the Open Badges standard and continues to play a global governance role. Mozilla Foundation has 450 million users worldwide.

#### **How could they support OBN?**

Provide a link for OBN into the global Open Badge community and ensure that the voices of the European community are heard and considered.



## Why should organisations want to become APs?

- Raise the profile of themselves/their organisations within the European Open Badge community
- Share information about their open badge work & related events within the network
- Access tools and support (incl MOOC) to implement open badges
- Help inform the development of the Open Badge Network across Europe
- Connect with other OBN Associate Partners
- Explore how they could play a role in driving/sustaining the OBN post-2017

## What do they get?

- OBN Associate Partner badge to display on their organisation homepage/materials
- We communicate with them every 3 months to share materials and help inform the development of the OBN
- Ability to post news and events (moderated)
- Organisation/individual listing on OBN Associate Partners page
- Access to OBN materials and tools to share with their networks
- Opportunity to contribute to OBN events and publications
- Option to earn badges to recognise their contributions to OBN
- Access to OBN community forum
- Ability to feed into the development of the Open Badges Backpack and infrastructure
- Possible partners for projects around OB

## How can they contribute to OBN?

- Share information about their work on the OBN map
- Provide feedback on OBN tools/guidelines and other materials as requested
- Use OBN tools to grow their work locally and form networks
- Identify requirements for the Open Badges infrastructure in Europe and potentially provide resource to manage or build these updates
- Share OBN information & tools across their networks to both gather feedback and amplify dissemination
- Identify opportunities to promote Open Badges as a way to recognise learning and widen access to learning and employment opportunities at a policy level
- Identify opportunities for implementation of Open Badges and/or support existing badge networks developing in their territory
- Inform the development of the OBN Steering Group



## OBN Badges for Associate Partners

Associate Partners can be recognised for their membership and contributions via Open Badges

### 1. Open Badge Network Member (register on the portal)

- To receive the badge they must register on the portal
- They will get:
  - Ability to post news and events (moderated)
  - Organisation/individual listing on OBN members page

### 2. OBN Associate Partner Badge (sign up to charter)

- To receive the badge they must sign up to the charter
- Badge task is to state or provide evidence of how they would support the Charter
- The charter will be contained within the badge content for others to see if they click on the badge

### 3. Open Badge Network Contributor (active contribution)

- To gain this badge, they must do at least two of the following:
  - Share information about their work on the OBN map
  - Provide feedback on OBN tools/guidelines and other materials as requested
  - Use OBN tools to grow their work locally and form networks
  - Share OBN information & tools across their networks to both gather feedback and amplify dissemination
  - Identify opportunities to promote Open Badges as a way to recognise learning and widen access to learning and employment opportunities at a policy level
  - Identify opportunities for implementation of Open Badges and/or support existing badge networks developing in their territory
- OR can submit evidence of how they have actively contributed to OB developments / the OBN, e.g. through participation in the MOOC, setting up a local network etc.

### 4. Investors in Learning (something similar to Investors in People)

- People who have the capacity to influence OBN activities, at a high level, through wide reach or both.
- This badge would be issued to members who have an impact through the following areas - this could be a discretionary decision by the OBN:
  - Influence (key influencer for OBs, wide reach)
  - Strategy (policy leader at high level, wide reach)
  - Transformation (influences decisions that have a high impact, wide reach)
- OR they would prove they have done all of the following:



Open  
Badge  
Network

- Share information about their work on the OBN map
  - Provide feedback on OBN tools/guidelines and other materials as requested
  - Use OBN tools to grow their work locally and form networks
  - Share OBN information & tools across their networks to both gather feedback and amplify dissemination
  - Identify opportunities to promote Open Badges as a way to recognise learning and widen access to learning and employment opportunities at a policy level
  - Identify opportunities for implementation of Open Badges and/or support existing badge networks developing in their territory
  - Inform the development of the OBN Steering Group

### Process for Recruiting Associate Partners

- OBN Partners identify potential Associate Partners from their networks and send invitation
- Associate Partner confirms their involvement and is invited to register on the portal and provide their details for the Associate Partner page
- Their details are added to the Associate Partner tab in the [Dissemination](#) matrix for future contact
- Once accepted they are issued with their first badge
- The OBN partner who made initial contact, maintains communication with the Associate Partner as needed to help inform the development of the OBN and contribute to OBN outputs.
- Associate Partners are awarded badges based on their contributions to the network



## Invitation for Associate Partners

Here is a template email invitation to use when inviting organisations/individuals to become an OBN Associate:

Dear Colleague,

We would like to invite you to become an Associate Member of the Open Badge Network.

*Partners to add personalised reason for the invitation e.g. 'you have specific expertise in...'*

### **What is the Open Badge Network?**

The Open Badge Network (OBN) is a European project, funded by Erasmus+, which brings together organisations across Europe to support the development of an Open Badge ecosystem, promoting the use of Open Badges to recognise non-formal and informal learning. The network does not intend to replicate existing European Open Badge work, rather to amplify and disseminate existing Open Badge projects and advocate for Open Badge developments with particular pertinence to Europe.

The project also aims to provide a trusted source of independent information, tools and informed practice to support people who are interested in creating, issuing and earning badges, facilitating the next phase of development of the badge ecosystem across Europe.

By August 2017 we aim to have supported 1,000,000 badges to have been issued across 35 countries <http://www.badgetheworld.org/>

### **What are Open Badges?**

Open Badges is an open standard that allows all skills and achievements to be recognised and shared across the web. Schools, universities, employers and informal learning providers globally are using open badges to capture life long learning which is currently unrecognised.

### **Who is leading Open Badges?**

The Open Badge concept was initiated by Mozilla. They have engaged co-founders of the Open Badge Network, Digitalme, to take on leadership of Open Badges and to work with the community to:

- Shape the next version of the Open Badges technical infrastructure
- Develop strategic partnerships to further support this work
- Enable Mozilla to realize its own ambition to credential its learning programs
- 

You can read more about this here:

<https://blog.webmaker.org/mozilla-badges-update-backpack-to-the-future>

The Open Badge Network is committed to representing European stakeholders within this on-going work.





### What is an Associate Partner and how do I sign up?

An OBN Associate Partner is an individual or organisation interested in working with us to help develop the Open Badge Network in Europe. This could involve:

- Being interested in Open Badges and helping to advocate for their use
- Issuing Open Badges and sharing models of best practice
- Establishing a localised Open Badge Network in your territory
- Sharing information about existing open badge tools, materials and events
- Supporting the dissemination of Open Badge Network tools and information across European networks and sectors
- Helping to influence policy at a national/European level and shape the future direction of the Open Badge Network in Europe
- Contributing feedback, information and resources to the development of Open Badge tools, materials and infrastructure
- Raising awareness with employers and opportunity providers who can build currency through recognising or endorsing badges
- 

All Associate Partners agree to support the [OBN mission charter](#) and to receive communication from OBN, including requests for support and information. Associate Partners also have the option to post information, news and events to the community, as well as have their organisation formally listed on the Associate Partners page on the OBN Portal.

Associates will receive an Open Badge that we ask they display on their digital channels, to show their commitment to the OBN Charter.

If you are interested in becoming an Associate Partner please register on the [OBN Portal](#).

We look forward to working with you on this exciting project.

*Insert partner signature*

#### Policy survey

As well as inviting you to become an Associate Partner of the Open Badge Network, we have identified you as someone who has the potential to impact the future of credentialing and as such, we would like to invite you to complete a short survey relating to policy and Open Badges. We are specifically selecting three organisations per country to complete this survey and would very much value your input. You can access the survey here: <https://goo.gl/otUnkj>



## Appendix - Notes from Krakow Partner meeting, April 2016

### Consider benefits of membership based on type of member org

- Start with one level of member and then identify more active members.
- A badge for Partner / Advocate when members sign up to the Charter
- A badge for members
- Ensure members don't think this is a duplication of networks but that we are members of other existing networks and function as a means of amplifying and disseminating Open Badge developments
- Invite other networks to contribute blog posts, e.g. the IMS OBEE on outputs
- EDEN could co-ordinate invitations to contribute to blogs on behalf of OBN. Partners would identify key actors for them to contact
- Anyone interested in being part of network - no restriction on them joining, e.g. from Canada, South Africa etc. but focus is on Europe
- Badges - 3 types to start
  - Promotion
    - Add to Membership tab on Portal - information on the badges. Mechanism for claiming the badges (e.g. <https://www.badgealliance.org/blog/badge-alliance-badges-are-here/> for examples for layout)
    - Multiple badges - translated for each of the partner badges
      - Have a flag on each badge for different countries
  - Badges
    - Open Badge Network Member - registration
    - Open Badge Network Contributor - active contribution
    - Open Badge Network Advocate / Mentor / Amplifier?? - when they sign up to the charter, expert contributor, mentor, supports others, advocating within territories. Advocacy, infrastructure, implementation
    - OBN - influences:
      - Amplifier (key influencer for OBs)
      - Strategist (policy leader at high, wide level)
      - Transformation (takes decisions at a high, wide, global level)
    - (Badge alliance strands - advocacy, infrastructure, implementation)
- DigitalMe and DUO will share this as outline then draft member criteria and badge criteria and share with partners



## Building a community

Some examples of other mechanisms to create communities.

- Meetup group - allows communities to form in local areas around topics
- LinkedIn group - professional groups enabling members to post on related topics
- OBN Medium blog publication - could allow invited writers to contribute to the OBN publication. Allows individual authors to write posts and for those posts to be published to the OBN publication. This can help with dissemination as those authors' followers are notified of their blog post and that it has been added to the OBN publication. People can also be tagged in and posts are very easy to share via social media channels

## Examples of membership communities (for project continuation)

ALT, Association of Learning Technologists.

Charges an annual fee for Ordinary and Organisational membership.

Members' benefits include:

- Access to email lists, with responses from members with expertise in a wide range of fields
- Annual conference. Major event, international attendees
- Bi-weekly newsletter with job listings, events, papers, blog posts
- Policy boards for particular areas. These will respond to policy surveys on behalf of members and advocate on behalf of members

