



Poor uptake for event badges

Open Badge clinic #1

@DigialiTay



[Video]

Help! Nobody wants our badge



Case study

- A scheduled event (workshop/session) online or in person.
- Stakeholders wanted a badge associated with the learning.
- Badge requires a reflective account to be submitted by the learner.
- Only **2%** uptake.

What not to do

- Remove evidence requirement and award a badge to every participant just for attendance.
- Write a learner's evidence for them.
- Change the criteria to make the badge 'easier' without considering impact on learning transfer.
- Stop offering the badge.



Ask people why



- Reach out to people about why they didn't submit evidence for the badge.
- We need to rule out technical, learning design or workload issues.
- We may not get them to apply for the badge, but what we discover may help future participants.
- Conversations are better than surveys or emails.

Confirm badge awareness

- Mention the badge in marketing materials and pre-event comms.
- Don't assume know-how. Explain badges to participants at the event.
- Provide short handouts about benefits with links to more information.
- Invite people still unsure or not convinced to speak to you.



Prepare the participants



If badge criteria asks what people learned and what they will/have done to implement this:

- Get them to outline five things they learned that were important.
- Get them to outline things they will do to put this learning into practice.
- Be sure nobody leaves without knowing what was important to them or clear plan for what to do next.

Stay in contact

Follow up with participants until they achieve the badge.

- A few days after the event as a reminder about the badge.
- A fortnight after the event, sharing anonymous quotes from successful submissions.
- Three weeks after the event and preferably by telephone.



Make the badge mandatory



- Make achievement of the badge a mandatory part of learning experience.
- Inform stakeholders (eg managers) that people without a badge have not completed/passed.
- Offer no other form of recognition.
- A last resort. Expect low quality submissions and stressed learners.

Summary

- Resist temptation to remove the learner from the badge award process.
- Ask learners and other stakeholders why they didn't want the badge.
- Explain the benefits of badges and how the application process works.
- Prepare participants as much as possible during your event.
- Stay in contact with your learners and other stakeholders in the weeks following your event.
- Make a badge mandatory only as a last resort.

Thank you!

Slides and resources available at dgty.uk/BC1

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