

## Appendix C

### Digital Badge Assessment Rubric

1. Clear Ownership and Accountability	
<b>Badge Name</b>	The UCC Digital Badge title will be succinct and accurately reflect the learning, achievement, skill or area that the UCC badge is recognising.
<b>Badge Coordinator</b>	The Badge Coordinator will be a UCC staff member with senior decision-making authority such as Head of College or similar.
<b>Badge Issuer</b>	The Badge Issuer must be a recognised group, college, discipline, department, module coordinator, training provider, office, club, society or campus company of the University.
<b>Approval</b>	Approval is required from the Head of School or equivalent.
<b>Evaluation Criteria for Assessment</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Badge name and badge issuer are clear.</li> <li><input type="checkbox"/> Appropriate level Badge Coordinator.</li> <li><input type="checkbox"/> Approval has been given.</li> </ul>
2. Aligned to University's Vision and Strategy	
<b>Rationale</b>	Badge Issuers will demonstrate a clear rationale for the use of a UCC Digital Badge to recognise accomplishment. The rationale must demonstrate that the badge responds to an identified need, enhances the user experience or provides a unique value add opportunity.
<b>Target Earners</b>	Badge Issuers will clearly identify the target earners of the digital badge and have a clear focus on the earner experience i.e. who is the badge for? Why will they want to earn the badge? What opportunity does it unlock for the earner?
<b>Strategic Alignment + Integration</b>	Digital badges need to be aware of the wider eco-system of digital badges and avoid duplication. Where relevant potential badge issuers should collaborate with other Badge Issuers to ensure integrated approaches for recognition of similar accomplishments. UCC Digital Badges must demonstrate that they are aligned to the University's Strategic Goals and Values.
<b>Description</b>	A brief overview of the badge, mentioning its purpose and audience will be provided as part of the meta-data for the badge's digital administration and published information associated with the badge. This cannot be changed once the badge is created and is an important to external viewers wanting to verify a validated badge. The description will be of an appropriate quality and standard for this use as wider publication and verification of badge by external audiences.

## Policy Framework for UCC Digital Badges

<b>Learning Outcomes</b>	Each badge will recognise accomplishment by identifying four learning outcomes that the earner must meet. Learning outcomes are statements that specify what learners will know or be able to do because of participating in the badge content and activity. Bloom's taxonomy provides useful guidance on appropriate verbs for writing learning outcomes. Verbs that are vague and not observable or measurable should be avoided.
<b>Duration</b>	Badges relate to a time-set, event or piece of work that is likely to change. Therefore, the maximum duration of a badge can be 5 years.
<b>Learner Pathways</b>	Badges can be linked with various levels of accomplishments or aligned competencies. Badges should demonstrate that consideration has been given to potential future badge pathways that support learning trajectories.
<b>Evaluation Criteria for Assessment</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Rationale - Badge responds to an identified need, enhances the user experience or provides a unique value add opportunity.</li> <li><input type="checkbox"/> Target earners clearly identified and strong focus on the earner experience and value to Badge Earner.</li> <li><input type="checkbox"/> Description is appropriate for on-line publication and suitable for external audiences wishing to verify information about the badge.</li> <li><input type="checkbox"/> Badge has considered the wider eco-system of badges, demonstrating integration, avoidance of duplication and potential learning pathways.</li> <li><input type="checkbox"/> Badge duration is appropriate.</li> <li><input type="checkbox"/> Four badge criteria are identified that are measurable statements that specify what learners will know or be able to do because of participating in the badge content and activity.</li> <li><input type="checkbox"/> Badge has been 'mapped' to appropriate values and knowledge and skills zone.</li> <li><input type="checkbox"/> Four badge tags identified.</li> </ul>

<b>3. Reflects Relevant and Robust Learning</b>	
<b>Content and Activity</b>	A single digital badge should reflect approx. 20 to 30 hours effort by the earner. A clear methodology for the delivery of badge content and activity should be outlined, whether face-to-face, on-line or participation in other activity.
	Content and activity should be supported by appropriate tools, resources and information.
<b>Assessment</b>	Badge Issuers should clearly demonstrate how they will assess or evaluate that the learning outcomes have been met.
<b>Evidence</b>	Badge Issuers should identify what evidence will be used to demonstrate that the learning outcomes have been met. This must include at least one artefact produced by the earner, e.g. blog, short reflection, presentation, poster.

## Policy Framework for UCC Digital Badges

<b>Access, availability and resources</b>	Badge issuers should demonstrate how they will ensure equal opportunity for access and availability of the badge to target earners. They should also demonstrate commitment to the capacity and resources to manage and deliver the content and activity outlined.
<b>Evaluation Criteria for Assessment</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Robust content and activity demonstrated. (c.20 to 30 hours learner effort).</li> <li><input type="checkbox"/> Clear plan for assessment and evidence that learning outcomes have been met including at least one artefact to be produced by Badge Earner.</li> <li><input type="checkbox"/> Badge is available and accessible.</li> <li><input type="checkbox"/> Demonstrates commitment to resources required for delivery.</li> </ul>

<b>4. Communicates credibility and value of accomplishment</b>	
<b>Badge Design</b>	All badges will use the standard UCC Badge Design template. Badge Issuers should identify an appropriate logo/icon and title text to be used in the badge design.
<b>Tags</b>	All badges will identify a least four key tags that will assist on-line navigating, searching and finding of digital badges. (e.g. #Technology), the knowledge or skill (e.g. #Innovation), the target earner (e.g. #student) and the Badge Issuer (e.g. #Student Union).
<b>Promotion</b>	There should be a clear plan in place for the promotion and advertising of the digital badge to target earners.
<b>GDPR</b>	Badge issuers should demonstrate how the administration of this badge will meet UCC GDPR compliance obligations.
<b>Evaluation Criteria for Assessment</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Information for badge design and tags provided.</li> <li><input type="checkbox"/> Demonstrates how the badge will be promoted / take-up, encouraged.</li> <li><input type="checkbox"/> Demonstrates effective communication, information provision and engagement with Badge Earners.</li> </ul>